1954

CENSUS OF BUSINESS

FINAL REPORTS-
CENTRAL BUSINESS
DISTRICT BULLETINS

PART I
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1954 CENSUS OF BUSINESS

Final Reports -- Central Business District Bulletins

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CENTRAL BUSINESS DISTRICT STATISTICS

1956 NOV 5 PM 2 02



New Orleans, Louisiana

1954 Census of Business

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Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

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Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

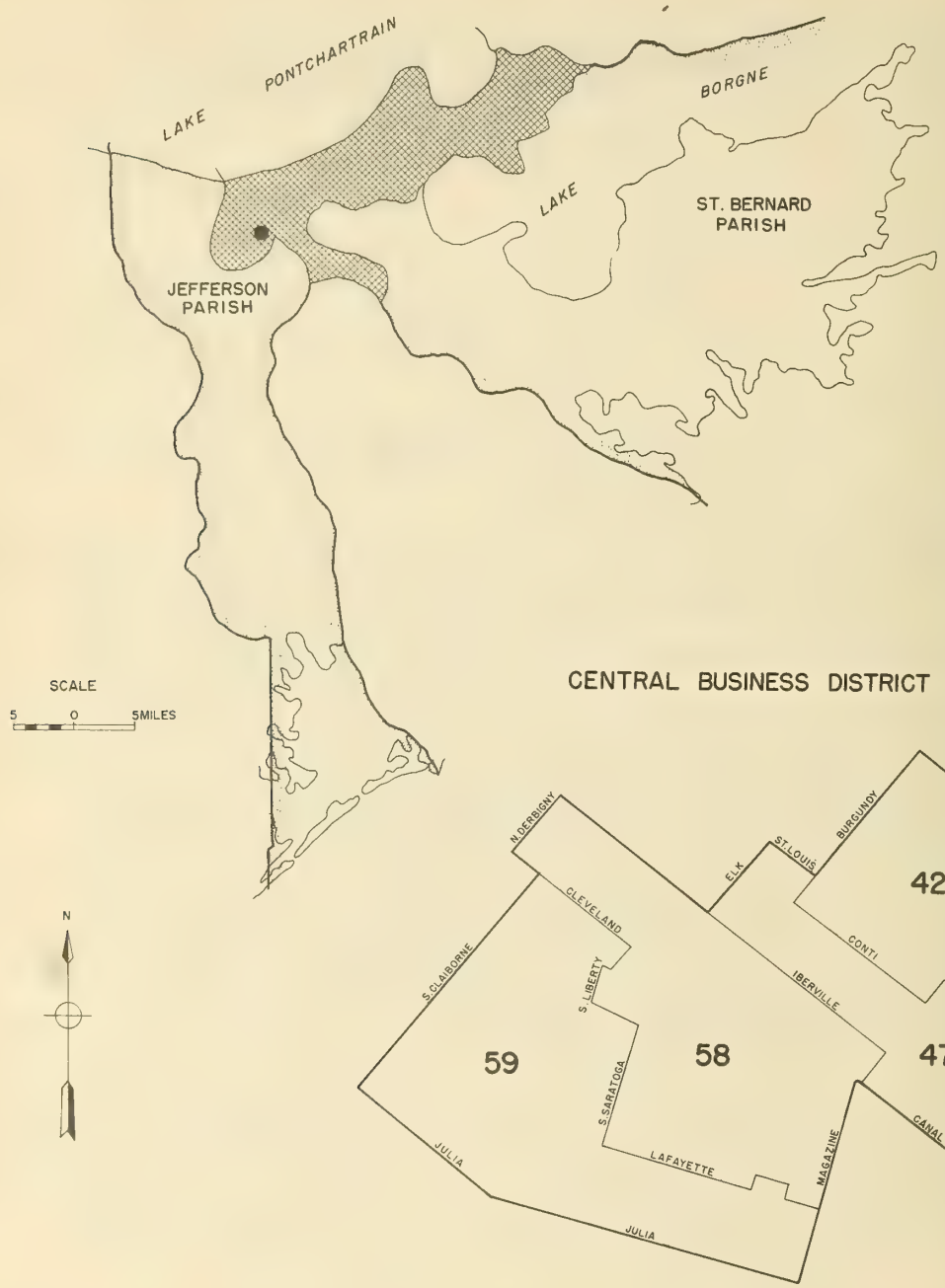
New Orleans, Louisiana

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NEW ORLEANS, LOUISIANA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



● CENTRAL BUSINESS DISTRICT

▨ AREA OF CITY

STANDARD METROPOLITAN AREA

42 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF NEW ORLEANS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,058	257,272	40,688	1,116	234,314	33,701
Food stores	78	6,618	768	101	6,961	706
Eating, drinking places	330	24,976	5,443	332	22,935	4,900
Eating places	165	16,173	3,678	163	14,961	3,271
Drinking places	165	8,803	1,765	169	7,974	1,629
General merchandise group	34	95,218	15,885	31	84,708	12,694
Department stores	6	76,998	13,171	7	68,710	10,275
Variety stores	7	13,329	2,080	10	11,804	1,746
General merchandise stores, n.e.c	21	4,891	634	14	4,194	673
Apparel, accessories stores	194	52,445	7,331	192	53,215	6,412
Shoe stores	45	10,309	1,489	38	7,757	1,018
Men's, boys' clothing and furnishings stores[3]	48	8,678	1,263	51	9,574	1,178
Family clothing stores[3]	13	9,408	1,893	12	11,862	2,083
Women's clothing, specialty stores	50	21,558	2,391	39	21,309	1,636
Ready-to-wear stores[3]	23	18,700	1,985	23	20,139	1,511
All other apparel stores	26	2,193	295	40	2,495	497
Furniture, home furnishings, appliance dealers	80	15,320	2,371	93	11,071	1,486
Furniture stores[3]	13	8,820	1,476	19	7,447	986
Other home furnishings stores[3]	30	3,486	510	37	2,385	340
Household appliance, radio, TV stores	18	2,839	385	11	1,038	160
Automotive group	23	24,358	2,663	31	21,966	2,286
Passenger car dealers (franchised & nonfranchised)	15	22,556	2,382	20	20,002	2,041
Tire, battery, accessory dealers	6	(D)	(D)	7	1,116	174
Other automotive dealers	2	(D)	(D)	4	848	71
Gasoline service stations	19	1,951	234	18	1,505	202
Lumber, building materials, hardware, farm equip. dealers	15	2,493	468	14	2,409	387
Hardware stores	5	101	11	5	114	22
Other	10	2,392	457	9	2,295	365
Drug stores, proprietary stores	31	7,820	1,382	28	6,132	942
Other retail stores[4]	254	26,073	4,143	276	23,412	3,686
Liquor stores	9	2,384	90	22	2,708	169
Jewelry stores	43	8,256	1,618	49	6,811	1,166
Book, stationery stores	27	2,570	519	24	2,374	460
Sporting goods, bicycle stores	4	972	109	6	1,244	151
Florists	6	474	48	6	494	62
Music stores	9	1,934	389	10	2,464	521
SELECTED SERVICE TRADES						
Hotels	48	15,624	4,721	57	10,410	3,002
Motion picture theaters	13	4,104	663	14	4,058	694

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF NEW ORLEANS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,766	626,172	76,646	6,190	499,791	57,415
Food stores	1,626	116,827	6,653	2,174	104,282	5,418
Eating, drinking places	1,592	67,161	10,646	1,670	55,147	8,557
Eating places	664	37,486	7,188	570	27,320	5,354
Drinking places	922	29,597	3,458	1,100	27,827	3,203
General merchandise group	178	113,125	18,169	167	95,608	14,059
Department stores	10	83,669	13,956	11	73,593	11,043
Variety stores	49	20,060	3,002	46	14,437	2,094
General merchandise stores, n.e.c.	117	9,308	1,211	110	7,578	922
Apparel, accessories stores	396	60,624	8,255	339	61,082	7,037
Shoe stores	102	13,028	1,785	73	9,400	1,161
Men's, boys' clothing and furnishings stores[3]	66	(D)	(D)	61	(D)	(D)
Family clothing stores[3]	32	9,772	1,942	38	13,065	(D)
Women's clothing, specialty stores	93	24,236	2,789	77	25,045	1,953
Ready-to-wear stores[3]	50	20,833	2,334	51	(D)	(D)
All other apparel stores	61	(D)	(D)	60	2,917	540
Furniture, home furnishings, appliance dealers	252	39,960	5,828	244	27,633	3,688
Furniture stores[3]	87	25,837	3,909	93	17,844	2,355
Other home furnishings stores[3]	59	5,262	853	88	(D)	(D)
Household appliance, radio, TV stores	64	7,849	1,066	57	(D)	(D)
Automotive group	200	93,488	9,033	149	53,591	4,769
Passenger car dealers (franchised & nonfranchised)	126	83,911	7,858	89	46,845	4,040
Tire, battery, accessory dealers	51	7,000	1,008	42	4,125	565
Other automotive dealers	23	2,577	167	18	2,621	164
Gasoline service stations	384	35,359	3,349	349	16,082	1,661
Lumber, building materials, hardware, farm equip. dealers	185	30,959	4,948	223	24,922	3,550
Hardware stores	115	5,242	389	136	5,224	433
Other	70	25,717	4,559	87	19,698	3,117
Drug stores, proprietary stores	268	28,332	4,095	269	21,974	2,992
Other retail stores[4]	685	41,337	5,670	606	39,470	5,684
Liquor stores	105	7,141	316	136	6,865	402
Jewelry stores	64	8,879	1,700	67	9,025	1,582
Book, stationery stores	40	(D)	(D)	26	(D)	(D)
Sporting goods, bicycle stores	32	2,075	(D)	19	1,662	186
Florists	67	3,101	(D)	67	2,576	396
Music stores	20	(D)	(D)	22	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	85	(D)	(D)	82	13,541	3,903
Motion picture theaters	57	6,814	1,229	58	[5]6,675	[5]1,183

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 334 such establishments with sales of $38,875,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NEW ORLEANS STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	6,824	721,122	84,263	7,135	545,464	61,925
Food stores	1,956	153,055	8,477	2,542	116,753	5,829
Eating, drinking places	1,846	77,454	12,129	1,930	63,144	9,826
Eating places	771	43,543	8,179	657	31,132	6,162
Drinking places	1,065	33,775	3,950	1,273	32,012	3,664
General merchandise group	225	115,305	18,339	206	97,735	14,221
Department stores	10	83,669	13,956	11	73,593	11,043
Variety stores	58	20,475	3,051	53	14,983	2,155
General merchandise stores, n.e.c	155	11,073	1,332	142	9,159	1,023
Apparel, accessories stores	434	(D)	(D)	358	61,874	7,103
Shoe stores	110	13,495	1,838	76	9,465	1,164
Men's, boys' clothing and furnishings stores[3]	69	9,362	1,317	61	(D)	(D)
Family clothing stores[3]	43	11,113	2,062	46	13,714	2,218
Women's clothing, specialty stores	103	24,500	2,815	80	25,079	1,954
Ready-to-wear stores[3]	54	21,019	2,360	52	23,583	1,814
All other apparel stores	63	3,566	435	63	2,935	541
Furniture, home furnishings, appliance dealers	299	43,472	6,250	276	30,547	4,000
Furniture stores[3]	105	28,178	4,191	104	19,313	2,507
Other home furnishings stores[3]	64	5,578	911	92	4,176	822
Household appliance, radio, TV stores	86	8,662	1,148	73	6,813	671
Automotive group	239	(D)	(D)	173	58,476	5,380
Passenger car dealers (franchised & nonfranchised)	147	99,154	9,032	108	51,336	4,603
Tire, battery, accessory dealers	67	8,299	1,148	47	4,519	613
Other automotive dealers	23	2,577	167	18	2,621	164
Gasoline service stations	506	44,644	4,106	431	20,161	2,022
Lumber, building materials, hardware, farm equip. dealers	266	39,130	5,774	269	29,627	4,300
Hardware stores	162	7,465	574	168	6,796	535
Other	104	31,665	5,200	101	22,831	3,765
Drug stores, proprietary stores	305	(D)	(D)	296	23,573	3,138
Other retail stores[4]	748	44,354	5,939	654	43,574	6,106
Liquor stores	114	7,695	339	146	7,396	425
Jewelry stores	72	9,145	1,731	76	9,128	1,590
Book, stationery stores	42	2,914	543	27	2,469	464
Sporting goods, bicycle stores	36	2,257	231	22	1,707	194
Florists	73	3,206	471	72	2,652	398
Music stores	21	2,543	482	23	2,851	550
SELECTED SERVICE TRADES						
Hotels	88	17,402	5,192	88	13,763	3,958
Motion picture theaters	74	8,260	1,487	76	[5]7,128	[5]1,662

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 406 such establishments with sales of $41,401,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF NEW ORLEANS, THE ENTIRE CITY, AND THE NEW ORLEANS STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	9.8	25.5	39.3	32.3	49.4
Food stores	-4.9	12.0	13.2	31.1	33.4
Eating, drinking places	8.9	21.8	31.0	22.7	30.5
Eating places	8.1	37.2	72.4	39.9	69.3
Drinking places	10.4	6.4	4.7	5.5	3.9
General merchandise group	12.4	18.3	64.3	18.0	54.2
Department stores	12.1	13.7	36.6	13.7	36.6
Variety stores	12.9	38.9	155.6	36.7	124.8
General merchandise stores, n.e.c.	16.6	22.8	44.5	20.9	24.5
Apparel, accessories stores	-1.5	-0.8	4.0	(D)	(D)
Shoe stores	32.9	38.6	65.5	42.6	86.5
Men's, boys' clothing and furnishings stores[3]	-9.4	(D)	(D)	(D)	25.0
Family clothing stores[3]	-20.7	-25.2	-69.8	-19.0	7.9
Women's clothing, specialty stores	1.2	-3.2	-28.3	-2.3	22.0
Ready-to-wear stores[3]	-7.2	(D)	(D)	-10.9	-32.7
All other apparel stores	-12.1	(D)	(D)	21.5	212.0
Furniture, home furnishings, appliance dealers	38.4	44.6	48.8	42.3	44.5
Furniture stores[3]	18.4	44.8	63.7	46.0	63.1
Other home furnishings stores[3]	46.2	(D)	(D)	33.6	16.8
Household appliance, radio, TV stores	173.5	(D)	(D)	27.1	8.3
Automotive group	10.9	74.4	118.6	(D)	(D)
Passenger car dealers (franchised and nonfranchised)	12.8	79.1	128.6	93.1	144.5
Tire, battery, accessory dealers	(D)	69.7	74.4	83.6	(D)
Other automotive dealers	(D)	-1.7	42.5	-1.6	42.5
Gasoline service stations	29.6	119.9	129.2	121.4	128.8
Lumber, building materials, hardware, farm equip. dealers	3.5	24.2	26.4	32.1	34.6
Hardware stores	-11.4	0.3	0.6	9.8	10.2
Other	4.2	30.6	34.0	38.7	42.5
Drug stores, proprietary stores	27.5	28.9	29.5	(D)	(D)
Other retail stores[4]	11.4	4.7	-5.0	-0.5	-9.3
Liquor stores	-12.0	4.0	14.4	-10.8	11.2
Jewelry stores	21.2	1.6	-71.9	0.2	-61.6
Book, stationery stores	8.3	(D)	(D)	18.0	262.1
Sporting goods, bicycle stores	-21.9	24.8	163.9	32.2	109.9
Florists	-4.1	20.4	26.2	20.9	26.6
Music stores	-21.5	(D)	(D)	-10.8	57.4
SELECTED SERVICE TRADES					
Hotels	50.0	(D)	(D)	26.4	-47.0
Motion picture theaters	1.1	2.1	3.6	15.9	35.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NEW ORLEANS CITY AND OF NEW ORLEANS STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	41.0	46.9	35.6	43.0
Food stores	5.7	6.7	4.3	6.0
Eating, drinking places	37.2	41.6	32.2	36.3
Eating places	43.1	54.8	37.1	48.1
Drinking places	29.7	28.7	26.1	24.9
General merchandise group	84.2	88.6	82.6	86.7
Department stores	92.0	93.4	92.0	93.4
Variety stores	66.4	81.8	65.1	78.8
General merchandise stores, n.e.c.	52.5	55.3	44.2	45.8
Apparel, accessories stores	86.5	87.1	(D)	86.0
Shoe stores	79.1	82.5	76.4	82.0
Men's, boys' clothing and furnishings stores[2]	(D)	(D)	92.8	(D)
Family clothing stores[2]	96.3	90.8	84.7	86.5
Women's clothing, specialty stores	89.0	85.1	88.0	85.0
Ready-to-wear stores[2]	89.8	(D)	89.0	85.4
All other apparel stores	(D)	85.5	61.5	85.0
Furniture, home furnishings, appliance dealers	38.3	40.1	35.2	36.2
Furniture stores[2]	34.1	41.7	31.3	38.6
Other home furnishings stores[2]	66.2	(D)	62.5	57.1
Household appliance, radio, TV stores	36.2	(D)	32.8	15.2
Automotive group	26.1	41.0	(D)	37.6
Passenger car dealers (franchised and nonfranchised)	26.9	42.7	22.7	39.0
Tire, battery, accessory dealers	(D)	27.1	(D)	24.7
Other automotive dealers	(D)	32.4	(D)	32.4
Gasoline service stations	5.5	9.4	4.4	7.5
Lumber, building materials, hardware, farm equip. dealers	8.1	9.7	6.4	8.1
Hardware stores	1.9	2.2	1.4	1.7
Other	9.3	11.7	7.6	10.1
Drug stores, proprietary stores	27.6	27.9	(D)	26.0
Other retail stores[3]	63.1	59.3	58.8	53.7
Liquor stores	33.4	39.4	31.4	36.6
Jewelry stores	93.0	75.5	90.3	74.6
Book, stationery stores	(D)	(D)	88.2	96.2
Sporting goods, bicycle stores	46.8	74.8	43.1	72.9
Florists	15.3	19.2	14.8	18.6
Music stores	(D)	(D)	76.1	86.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NEW ORLEANS, THE ENTIRE CITY, AND THE NEW ORLEANS STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	2.6	3.0	18.7	20.9	21.2	21.4
Eating, drinking places	9.7	9.8	10.7	11.1	10.7	11.6
Eating places	6.3	6.4	6.0	5.5	6.0	5.7
Drinking places	3.4	3.4	4.7	5.6	4.7	5.9
General merchandise group	37.0	36.2	18.1	19.1	16.0	17.9
Department stores	29.9	29.3	13.4	14.7	11.6	13.5
Variety stores	5.2	5.1	3.2	2.9	2.9	2.7
General merchandise stores, n.e.c.	1.9	1.8	1.5	1.5	1.5	1.7
Apparel, accessories stores	20.4	22.7	9.7	12.2	(D)	11.4
Shoe stores	4.0	3.3	2.1	1.9	1.9	1.8
Men's, boys' clothing and furnishings stores[1]	3.4	4.1	(D)	(D)	1.3	(D)
Family clothing stores[1]	3.7	5.1	1.6	2.6	1.6	2.5
Women's clothing, specialty stores	8.4	9.1	3.9	5.0	3.4	4.6
Ready-to-wear stores[1]	7.3	8.6	3.3	(D)	2.9	4.3
All other apparel stores	0.9	1.1	(D)	0.6	0.6	0.6
Furniture, home furnishings, appliance dealers	6.0	4.7	6.4	5.5	6.0	5.6
Furniture stores[1]	3.4	3.2	4.2	3.6	3.9	3.6
Other home furnishings stores	1.4	1.0	0.9	(D)	0.9	0.8
Household appliance, radio, TV stores	1.2	0.5	1.3	(D)	1.2	1.2
Automotive group	9.5	9.4	14.9	10.7	(D)	10.7
Passenger car dealers (franchised and nonfranchised)	8.8	8.5	13.4	9.4	13.7	9.4
Tire, battery, accessory dealers	(D)	0.5	1.1	0.8	1.2	0.8
Other automotive dealers	(D)	0.4	(D)	0.5	(D)	0.5
Gasoline service stations	0.8	0.6	5.7	3.2	6.2	3.7
Lumber, building materials, hardware, farm equipment dealers	1.0	1.0	4.9	5.0	5.4	5.4
Hardware stores	0.1	0.0	0.8	1.0	1.0	1.2
Other	0.9	1.0	4.1	4.0	4.4	4.2
Drug stores, proprietary stores	3.0	2.6	4.5	4.4	(D)	4.3
Other retail stores	10.0	10.0	6.4	7.9	6.0	8.0
Liquor stores	0.9	1.1	1.0	1.4	0.9	1.3
Jewelry stores	3.2	2.9	1.4	1.8	1.3	1.7
Book, stationery stores	1.0	1.0	(D)	(D)	0.4	0.5
Sporting goods, bicycle stores	0.4	0.5	0.3	0.3	0.3	0.3
Florists	0.2	0.2	0.5	0.5	0.4	0.5
Music stores	0.8	1.0	(D)	(D)	0.4	0.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—2

CENTRAL BUSINESS DISTRICT STATISTICS



Milwaukee, Wisconsin

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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Central Business District Bulletin CBD—Milwaukee, Wis.
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Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

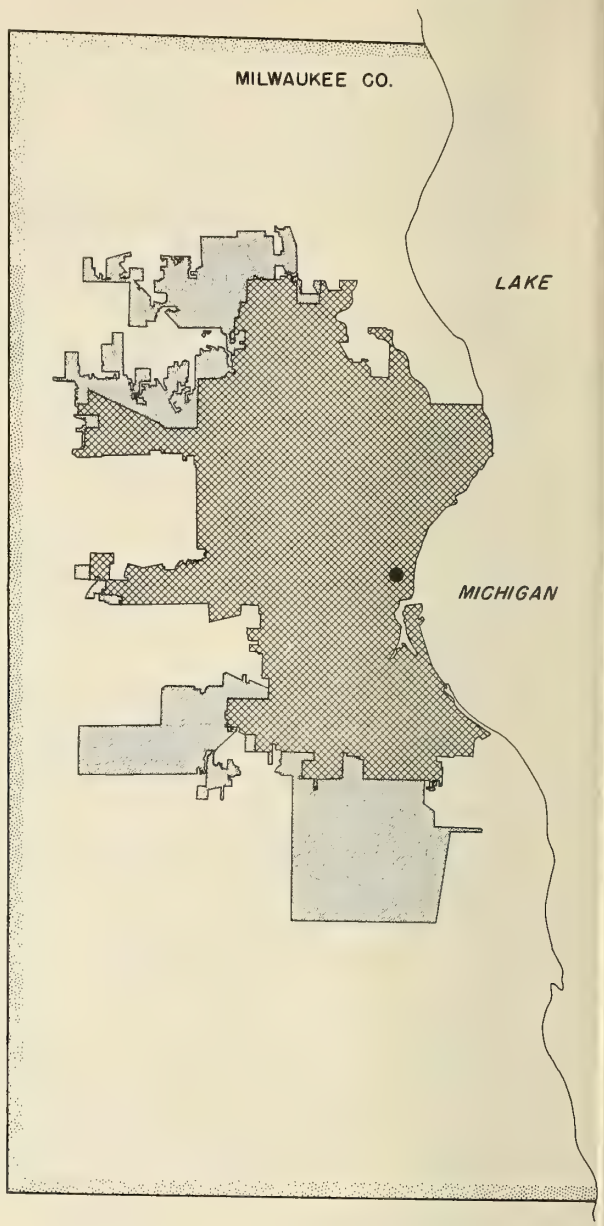
Milwaukee, Wisconsin

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MILWAUKEE, WISCONSIN

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



SCALE
800 0 800 FT.

SCALE
5 0 5 MILES

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF MILWAUKEE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	790	191,287	33,342	814	193,263	30,700
Food stores	44	3,517	496	49	2,768	228
Eating, drinking places	225	13,677	3,598	244	14,480	3,510
Eating places	121	8,873	2,577	117	8,601	2,049
Drinking places	104	4,804	1,021	127	5,879	1,461
General merchandise group	14	81,204	14,465	13	82,466	13,786
Department stores	5	74,292	13,021	4	74,371	12,661
Variety stores	5	6,414	1,317	5	7,456	1,025
General merchandise stores, n.e.c.	4	498	127	4	639	100
Apparel, accessories stores	160	32,271	5,862	186	38,527	5,757
Shoe stores	39	5,954	1,045	33	6,027	876
Men's, boys' clothing and furnishings stores[3]	30	6,975	1,263	33	7,780	1,241
Family clothing stores[3]	3	1,664	284	8	3,205	407
Women's clothing, specialty stores	58	15,671	2,900	66	18,426	2,617
Ready-to-wear stores[3]	31	13,752	2,521	34	17,134	2,362
All other apparel stores	24	1,946	370	45	3,053	616
Furniture, home furnishings, appliance dealers	47	11,562	2,136	40	9,647	1,615
Furniture stores[3]	12	5,226	969	14	4,469	790
Other home furnishings stores[3]	20	2,498	587	12	2,142	438
Household appliance, radio, TV stores	13	3,830	580	12	3,023	387
Automotive group	20	23,837	2,639	23	17,779	1,720
Passenger car dealers (franchised & nonfranchised)	11	21,221	2,151	11	15,630	1,358
Tire, battery, accessory dealers	9	2,616	488	11	(D)	(D)
Other automotive dealers	...	...	...	1	(D)	(D)
Gasoline service stations	31	(D)	(D)	22	918	93
Lumber, building materials, hardware, farm equip. dealers	3	(D)	(D)	7	1,561	325
Hardware stores	1	(D)	(D)	3	413	67
Other	2	(D)	(D)	4	1,148	258
Drug stores, proprietary stores	23	2,832	529	21	3,290	578
Other retail stores[4]	223	20,464	3,369	209	21,827	3,088
Liquor stores	9	1,036	64	10	1,148	42
Jewelry stores	47	4,952	825	43	4,089	749
Book, stationery stores	17	1,148	204	13	1,947	348
Sporting goods, bicycle stores	7	886	135	5	1,033	123
Florists	8	545	100	9	528	80
Music stores	16	792	150	13	2,758	463
Camera, photographic supply stores	5	1,037	215	5	782	119
SELECTED SERVICE TRADES						
Hotels	27	9,700	4,162	27	9,671	3,419
Motion picture theaters	8	2,867	629	9	3,895	709

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF MILWAUKEE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	8,055	931,027	114,214	7,575	772,478	90,730
Food stores	1,713	203,813	14,759	1,831	151,197	9,327
Eating, drinking places	2,569	92,419	14,839	2,441	77,658	12,139
Eating places	704	38,863	9,637	565	28,559	6,335
Drinking places	1,863	53,532	5,202	1,876	49,099	5,804
General merchandise group	140	164,352	28,501	120	162,720	25,487
Department stores	12	141,871	24,689	12	143,455	22,955
Variety stores	73	17,026	3,117	62	14,586	2,086
General merchandise stores, n.e.c.	53	5,437	695	46	4,679	446
Apparel, accessories stores	609	67,054	11,225	643	75,769	10,877
Shoe stores	138	12,293	1,787	114	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	106	14,906	2,417	105	16,915	2,722
Family clothing stores[3]	26	4,262	810	26	(D)	728
Women's clothing, specialty stores	204	30,394	5,425	229	(D)	(D)
Ready-to-wear stores[3]	101	25,480	4,643	104	30,513	4,269
All other apparel stores	97	4,599	786	139	(D)	(D)
Furniture, home furnishings, appliance dealers	429	53,065	8,117	343	41,402	5,842
Furniture stores[3]	97	22,056	3,760	92	19,008	2,907
Other home furnishings stores[3]	89	7,572	1,641	71	6,355	1,239
Household appliance, radio, TV stores	195	22,631	2,716	137	14,453	1,696
Automotive group	244	149,595	14,965	222	115,968	11,831
Passenger car dealers (franchised & nonfranchised)	161	138,030	13,292	161	105,766	10,380
Tire, battery, accessory dealers	68	9,992	1,507	45	7,428	1,253
Other automotive dealers	15	1,573	166	16	2,774	198
Gasoline service stations	702	44,809	3,215	520	22,622	1,627
Lumber, building materials, hardware, farm equip. dealers	281	44,268	6,163	209	25,528	3,810
Hardware stores	136	9,559	1,356	82	4,445	505
Other	145	34,709	4,807	127	21,083	3,305
Drug stores, proprietary stores	288	27,378	3,364	285	22,021	2,422
Other retail stores[4]	1,080	84,274	9,066	961	77,593	7,368
Liquor stores	122	10,559	518	130	8,333	401
Jewelry stores	137	8,315	1,422	128	7,133	1,233
Book, stationery stores	38	1,657	251	22	(D)	(D)
Sporting goods, bicycle stores	65	2,640	237	55	2,376	210
Florists	112	3,227	432	92	2,584	330
Music stores	63	2,825	423	45	3,917	579
Camera, photographic supply stores	18	1,588	259	20	1,498	175
SELECTED SERVICE TRADES						
Hotels	47	13,795	5,582	49	13,225	4,463
Motion picture theaters	61	7,400	1,789	67	[5]8,396	[5]1,766

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 458 such establishments with sales of $23,130,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
MILWAUKEE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	9,787	1,144,581	135,192	9,519	903,991	101,179
Food stores	2,041	266,246	19,348	2,352	196,480	11,756
Eating, drinking places	3,066	110,174	17,211	3,043	93,151	13,793
Eating places	842	46,586	11,168	668	32,966	7,127
Drinking places	2,222	63,564	6,043	2,375	60,185	6,666
General merchandise group	179	170,201	29,258	148	166,561	25,867
Department stores	12	141,871	24,689	12	143,455	22,955
Variety stores	90	19,758	3,585	73	15,615	2,219
General merchandise stores, n.e.c	73	8,524	984	63	7,491	693
Apparel, accessories stores	710	76,053	12,335	713	79,671	11,264
Shoe stores	167	14,615	2,042	134	13,853	1,626
Men's, boys' clothing and furnishings stores[3]	122	16,877	2,656	116	18,093	2,857
Family clothing stores[3]	31	4,540	823	28	5,454	742
Women's clothing, specialty stores	239	34,044	5,932	249	35,096	4,916
Ready-to-wear stores[3]	123	28,751	5,103	116	31,484	4,366
All other apparel stores	111	5,369	882	153	6,453	1,123
Furniture, home furnishings, appliance dealers	502	57,736	8,680	401	44,110	6,056
Furniture stores[3]	107	23,144	3,930	97	19,601	2,987
Other home furnishings stores[3]	100	8,512	1,759	78	6,628	1,266
Household appliance, radio, TV stores	233	25,076	2,991	185	17,090	1,803
Automotive group	305	189,326	19,072	288	139,989	14,187
Passenger car dealers (franchised & nonfranchised)	209	176,714	17,289	210	126,727	12,403
Tire, battery, accessory dealers	75	10,350	1,553	51	7,990	1,341
Other automotive dealers	21	2,262	230	27	5,272	443
Gasoline service stations	949	83,119	6,722	784	32,811	2,225
Lumber, building materials, hardware, farm equip. dealers	360	59,492	8,255	281	37,431	5,161
Hardware stores	172	12,438	1,715	113	7,530	803
Other	188	47,054	6,540	168	29,901	4,358
Drug stores, proprietary stores	354	34,248	4,157	349	26,493	2,858
Other retail stores[4]	1,321	97,986	10,154	1,160	87,294	8,012
Liquor stores	160	13,973	692	188	11,167	504
Jewelry stores	157	9,249	1,536	140	7,646	1,268
Book, stationery stores	44	1,726	257	23	2,075	350
Sporting goods, bicycle stores	86	3,658	341	73	2,869	229
Florists	138	4,182	571	120	3,226	389
Music stores	74	3,206	436	50	4,051	591
Camera, photographic supply stores	22	2,009	296	25	1,698	183
SELECTED SERVICE TRADES						
Hotels	51	14,471	5,827	54	13,352	4,487
Motion picture theaters	72	8,198	1,962	78	[5]9,095	[5]1,911

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 520 such establishments with sales of $25,441,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only. There was one drive-in theater in this Standard Metropolitan Area in 1948.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF MILWAUKEE, THE ENTIRE CITY, AND THE MILWAUKEE STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-1.0	20.5	27.7	26.6	34.1
Food stores	27.1	34.8	34.9	35.5	35.6
Eating, drinking places	-5.5	19.0	24.6	18.3	22.7
Eating places	3.2	36.1	50.3	41.3	54.8
Drinking places	-18.3	9.0	12.7	5.6	8.2
General merchandise group	-1.5	1.0	3.6	2.2	5.8
Department stores	-0.1	-1.1	-2.2	-1.1	-2.2
Variety stores	-14.0	16.7	48.8	26.5	63.5
General merchandise stores, n.e.c.	-22.1	16.2	22.3	13.8	17.1
Apparel, accessories stores	-16.2	-11.5	-6.6	-4.5	6.4
Shoe stores	-1.2	(D)	(D)	5.5	10.7
Men's, boys' clothing and furnishings stores[3]	9.0	-12.0	-13.2	-7.0	-4.0
Family clothing stores[3]	-48.0	(D)	(D)	-17.0	27.9
Women's clothing, specialty stores	-15.0	(D)	(D)	-3.0	10.2
Ready-to-wear stores[3]	-19.7	-16.5	-12.3	-8.7	4.5
All other apparel stores	-36.3	(D)	(D)	-16.8	0.7
Furniture, home furnishings, appliance dealers	19.9	28.2	30.7	30.9	34.0
Furniture stores[3]	16.9	16.0	15.8	18.1	18.4
Other home furnishings stores[3]	16.6	19.2	20.4	28.4	34.1
Household appliance, radio, TV stores	26.7	56.6	64.5	46.7	51.0
Automotive group	34.1	29.0	28.1	35.2	35.4
Passenger car dealers (franchised and nonfranchised)	35.8	30.5	29.6	39.4	40.0
Tire, battery, accessory dealers	(D)	34.5	(D)	29.5	(D)
Other automotive dealers	-100.0	-43.3	(D)	-57.1	(D)
Gasoline service stations	(D)	98.1	(D)	153.3	(D)
Lumber, building materials, hardware, farm equip. dealers	(D)	73.4	(D)	58.9	(D)
Hardware stores	(D)	115.1	(D)	65.2	(D)
Other	(D)	64.6	(D)	57.4	(D)
Drug stores, proprietary stores	-13.9	24.3	31.0	29.3	35.4
Other retail stores[4]	-6.2	8.6	14.4	12.2	18.4
Liquor stores	-9.8	26.7	32.5	25.1	29.1
Jewelry stores	21.1	16.6	10.5	21.0	20.8
Book, stationery stores	-41.0	(D)	(D)	-16.8	351.6
Sporting goods, bicycle stores	14.2	11.1	30.6	27.5	51.0
Florists	3.2	24.9	30.4	29.6	34.8
Music stores	-71.3	-27.9	75.4	-20.9	86.7
Camera, photographic supply stores	32.6	6.0	-23.0	18.3	6.1
SELECTED SERVICE TRADES					
Hotels	183.7	4.3	15.2	8.4	29.6
Motion picture theaters	-28.4	-12.9	-1.4	[5]-9.9	[5]2.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only. There was one drive-in theater in this Standard Metropolitan Area in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MILWAUKEE CITY AND MILWAUKEE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	20.5	25.0	16.7	21.4
Food stores	1.7	1.8	1.3	1.4
Eating, drinking places	14.8	18.6	12.4	15.5
Eating places	22.8	30.1	19.0	26.1
Drinking places	9.0	12.0	7.6	9.8
General merchandise group	49.4	50.7	47.7	49.5
Department stores	52.4	51.8	52.4	51.8
Variety stores	37.7	51.1	32.5	47.7
General merchandise stores, n.e.c.	9.2	13.7	5.8	8.5
Apparel, accessories stores	48.1	50.8	42.4	48.4
Shoe stores	48.4	(D)	40.7	43.5
Men's, boys' clothing and furnishings stores[2]	46.8	46.0	41.3	43.0
Family clothing stores[2]	39.0	(D)	36.7	58.8
Women's clothing, specialty stores	51.6	(D)	46.0	52.5
Ready-to-wear stores[2]	54.0	56.2	47.8	54.4
All other apparel stores	42.3	(D)	36.2	47.3
Furniture, home furnishings, appliance dealers	21.8	23.3	20.0	21.9
Furniture stores[2]	23.7	23.5	22.6	22.8
Other home furnishings stores[2]	33.0	33.7	29.3	32.3
Household appliance, radio, TV stores	16.9	20.9	15.3	17.7
Automotive group	15.9	15.3	12.6	12.7
Passenger car dealers (franchised and nonfranchised)	15.4	14.8	12.0	12.3
Tire, battery, accessory dealers	26.2	(D)	25.3	(D)
Other automotive dealers	...	(D)	...	(D)
Gasoline service stations	(D)	4.1	(D)	2.8
Lumber, building materials, hardware, farm equip. dealers	(D)	6.1	(D)	4.2
Hardware stores	(D)	9.3	(D)	5.5
Other	(D)	5.4	(D)	3.8
Drug stores, proprietary stores	10.3	14.9	8.3	12.4
Other retail stores[3]	24.3	28.1	20.9	25.0
Liquor stores	9.8	13.8	7.4	10.3
Jewelry stores	59.6	57.3	53.5	53.5
Book, stationery stores	69.3	(D)	66.5	93.8
Sporting goods, bicycle stores	33.6	43.5	24.2	36.0
Florists	16.9	20.4	13.0	16.4
Music stores	28.0	70.4	24.7	68.1
Camera, photographic supply stores	65.3	52.2	51.6	46.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF MILWAUKEE, THE ENTIRE CITY, AND THE MILWAUKEE STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	1.8	1.4	21.9	19.6	23.3	21.7
Eating, drinking places	7.1	7.5	9.9	10.1	9.6	10.3
Eating places	4.6	4.5	4.2	3.7	4.0	3.6
Drinking places	2.5	3.0	5.7	6.4	5.6	6.7
General merchandise group	42.5	42.7	17.7	21.1	14.9	18.4
Department stores	38.8	38.5	15.3	18.6	12.4	15.9
Variety stores	3.4	3.9	1.8	1.9	1.7	1.7
General merchandise stores, n.e.c	0.3	0.3	0.6	0.6	0.8	0.8
Apparel, accessories stores	16.9	19.9	7.2	9.8	6.6	8.8
Shoe stores	3.1	3.1	1.3	(D)	1.3	1.5
Men's, boys' clothing and furnishings stores[1]	3.6	4.0	1.6	2.2	1.5	2.0
Family clothing stores[1]	0.9	1.7	0.5	(D)	0.4	0.6
Women's clothing, specialty stores	8.2	9.5	3.3	(D)	3.0	3.9
Ready-to-wear stores[1]	7.2	8.9	2.7	4.0	2.5	3.5
All other apparel stores	1.0	1.6	0.5	(D)	0.5	0.7
Furniture, home furnishings, appliance dealers	6.0	5.0	5.7	5.4	5.0	4.9
Furniture stores[1]	2.7	2.3	2.4	2.5	2.0	2.2
Other home furnishings stores[1]	1.3	1.1	0.8	0.8	0.7	0.7
Household appliance, radio, TV stores	2.0	1.6	2.4	1.9	2.2	1.9
Automotive group	12.5	9.2	16.1	15.0	16.5	15.5
Passenger car dealers (franchised and nonfranchised)	11.1	8.1	14.8	13.7	15.4	14.0
Tire, battery, accessory dealers	1.4	(D)	1.1	1.0	0.9	0.9
Other automotive dealers	...	(D)	0.2	0.3	0.2	0.6
Gasoline service stations	(D)	0.5	4.8	2.9	7.3	3.6
Lumber, building materials, hardware, farm equipment dealers	(D)	0.8	4.7	3.3	5.2	4.2
Hardware stores	(D)	0.2	1.0	0.6	1.1	0.8
Other	(D)	0.6	3.7	2.7	4.1	3.3
Drug stores, proprietary stores	1.5	1.7	2.9	2.8	3.0	2.9
Other retail stores[2]	10.7	11.3	9.1	10.0	8.6	9.7
Liquor stores	0.5	0.6	1.1	1.1	1.3	1.2
Jewelry stores	2.6	2.1	0.9	0.9	0.8	0.9
Book, stationery stores	0.6	1.0	0.2	(D)	0.2	0.2
Sporting goods, bicycle stores	0.5	0.5	0.3	0.3	0.3	0.3
Florists	0.3	0.3	0.3	0.3	0.4	0.4
Music stores	0.4	1.4	0.3	0.5	0.3	0.5
Camera, photographic supply stores	0.5	0.4	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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Bulletin CBD—3

CENTRAL BUSINESS DISTRICT STATISTICS



Salt Lake City, Utah

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

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Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses Manufactures and Mineral Industries, was authorized by w under Title 13, United States Code, section 131. These 54 Censuses covered businesses operated in continental nited States, Alaska, and Hawaii. Separate Censuses of siness and Manufactures for 1954 were also conducted Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholele Trade, and Selected Service Trades. This series of bulins provides findings for retail trade establishments, tels, and motion picture theaters in selected central busiss districts and related cities and standard metropolitan eas. The definition and map of the Central Business strict for which data are shown in this bulletin and its lation to the Central City and Standard Metropolitan Area which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area presenting their "Central Business District," it was necesry for the Bureau of the Census to arrange for the delineion of such districts before a program to tabulate 1954 nsus data for them could be implemented. The delineation Central Business Districts was accomplished with the operation of the Census Tract Committees in the large ties included in the Central Business District (CBD) rogram. In their work on the CBD's, the Census Tract ommittees obtained the representation of a variety of local terests, such as business firms and associations, newspapers, anning agencies, welfare organizations, local governmental dies, etc.

The objective of the CBD Program was stated, as follows, a letter from the Director of the Census Bureau to the act Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

ecause there are no generally accepted rules for determining hat a CBD area should include or exclude, the Census ureau did not provide rigid specifications for defining the BD but (1) provided a general characterization of the BD, describing it as "an area of very high land valuation, n area characterized by a high concentration of retail busiesses, offices, theaters, hotels, and 'service' businesses, and n area of high traffic flow"; and (2) required that the BD ordinarily should be defined to follow existing tract nes, i. e., to consist of one or more whole Census tracts. he emphasis put on tracts was based on the anticipation iat other Census statistics than those derived from the 954 Census of Business would also [eventually] be tabulated or CBD's. It was recognized that tract basis for CBD's ight lead to the inclusion of some land area not properly ithin a strictly defined CBD or to the exclusion of a small ortion of what should be in the CBD. It was believed that iis limitation generally would not prove to be serious as he difference in area probably would not significantly alter ie magnitudes being measured. Provision, however, was iade for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Salt Lake City, Utah

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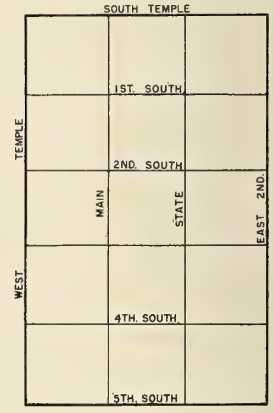
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SALT LAKE CITY, UTAH

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT*



SCALE
800 0 800FT.

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA

* CONSISTS OF TRACT 22

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SALT LAKE CITY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	469	94,379	16,449	541	96,464	15,675
Food stores	30	4,322	491	27	2,292	226
Eating, drinking places	116	6,969	1,774	146	7,617	1,885
Eating places	85	5,797	1,525	96	5,650	1,505
Drinking places	31	1,172	249	50	1,967	380
General merchandise group	17	35,617	6,824	18	35,098	6,156
Variety stores	3	4,529	772	4	4,990	788
General merchandise stores (except variety)	14	31,088	6,052	14	30,108	5,368
Apparel, accessories stores	105	15,751	2,313	113	17,905	2,327
Shoe stores	22	2,800	414	17	2,940	392
Men's, boys' clothing and furnishings stores[3]	29	(D)	(D)	35	5,107	558
Family clothing stores[3]	6	(D)	(D)	7	(D)	(D)
Women's clothing, specialty stores	35	6,540	1,002	39	(D)	(D)
Ready-to-wear stores[3]	21	5,587	850	26	6,653	937
All other apparel stores	11	(D)	(D)	14	(D)	(D)
Furniture, home furnishings, appliance dealers	41	7,081	1,165	52	8,866	1,308
Furniture, home furnishings stores, antique stores[3]	19	4,570	840	29	(D)	(D)
Household appliance, radio, TV stores	22	2,511	325	23	(D)	(D)
Automotive group	11	6,906	1,071	11	5,906	831
Gasoline service stations	15	1,259	243	13	895	193
Lumber, building materials, hardware, farm equip. dealers	16	1,694	246	19	1,972	299
Hardware stores	6	1,069	111	5	(D)	(D)
Other	10	625	135	14	(D)	(D)
Drug stores, proprietary stores	12	4,051	599	16	4,472	763
Other retail stores[4]	106	10,729	1,723	126	11,441	1,687
Liquor stores	(NA)	(NA)	(NA)	3	1,884	62
Jewelry stores	20	2,092	378	29	3,207	606
Book, stationery stores	4	(D)	(D)	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	25	2,368	809	47	2,506	779
Motion picture theaters	8	1,863	369	12	2,444	472

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SALT LAKE CITY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,875	297,448	36,685	1,636	213,868	27,730
Food stores	368	58,579	4,126	388	38,459	2,406
Eating, drinking places	373	18,599	4,170	347	14,919	3,455
Eating places	282	15,556	3,648	244	11,364	2,842
Drinking places	91	3,043	522	103	3,555	613
General merchandise group	53	50,209	8,995	32	46,023	7,850
Variety stores	19	5,646	936	14	5,492	864
General merchandise stores (except variety)	32	44,505	8,059	18	40,531	6,986
Apparel, accessories stores	146	18,057	2,744	135	19,524	2,512
Shoe stores	29	3,306	483	20	3,124	421
Men's, boys' clothing and furnishings stores[3]	34	(D)	(D)	40	5,361	572
Family clothing stores[3]	8	(D)	(D)	7	(D)	(D)
Women's clothing, specialty stores	55	7,394	1,100	48	(D)	(D)
Ready-to-wear stores[3]	37	6,415	948	36	7,629	1,032
All other apparel stores	14	(D)	(D)	20	(D)	(D)
Furniture, home furnishings, appliance dealers	138	17,232	2,501	96	16,280	2,342
Furniture, home furnishings stores, antique stores[3]	65	10,753	1,803	56	(D)	(D)
Household appliance, radio, TV stores	73	6,479	698	40	(D)	(D)
Automotive group	119	58,098	5,783	97	32,285	3,270
Gasoline service stations	268	20,126	2,059	208	9,670	1,02
Lumber, building materials, hardware, farm equip. dealers	90	14,592	1,909	60	8,876	1,16
Hardware stores	14	1,505	141	10	(D)	(D)
Other	76	13,087	1,768	50	(D)	(D)
Drug stores, proprietary stores	60	11,696	1,534	53	7,646	1,13
Other retail stores[4]	260	30,260	2,864	220	20,186	2,58
Liquor stores	18	(D)	(D)	9	4,547	19
Jewelry stores	33	3,240	531	34	3,401	63
Book, stationery stores	6	1,252	237	9	1,656	21
SELECTED SERVICE TRADES						
Hotels	45	5,558	1,956	67	5,677	1,78
Motion picture theaters	20	3,217	594	16	2,733	56

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 19[illegible] there were 123 such establishments with sales of $5,935,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SALT LAKE CITY STANDARD METROPOLITAN AREA
Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,567	360,727	42,005	2,328	261,443	31,658
Food stores	499	76,888	5,221	568	53,458	3,224
Eating, drinking places	539	22,931	4,886	513	18,742	4,064
Eating places	386	18,592	4,208	333	13,651	3,274
Drinking places	153	4,339	678	180	5,091	790
General merchandise group	72	55,363	9,490	54	48,983	8,143
Variety stores	22	5,855	968	19	5,700	889
General merchandise stores (except variety)	50	49,508	8,522	35	43,283	7,254
Apparel, accessories stores	170	19,023	2,823	151	19,911	2,541
Shoe stores	36	3,603	532	23	3,187	428
Men's, boys' clothing and furnishings stores[3]	35	4,496	527	44	5,458	577
Family clothing stores[3]	10	(D)	242	9	1,749	243
Women's clothing, specialty stores	60	7,664	1,118	53	8,170	1,102
Ready-to-wear stores[3]	42	6,685	966	40	7,707	1,039
All other apparel stores	15	1,617	404	22	1,347	191
Furniture, home furnishings, appliance dealers	173	19,567	2,747	127	17,797	2,502
Furniture, home furnishings stores, antique stores[3]	79	12,123	1,925	67	12,370	1,790
Household appliance, radio, TV stores	94	7,444	822	60	5,427	712
Automotive group	157	68,632	6,722	127	38,701	3,853
Gasoline service stations	380	26,470	2,487	316	14,092	1,275
Lumber, building materials, hardware, farm equip. dealers	154	22,857	2,661	118	15,230	1,943
Hardware stores	25	2,344	219	19	1,474	201
Other	129	20,513	2,442	99	13,756	1,742
Drug stores, proprietary stores	83	13,879	1,777	74	8,846	1,247
Other retail stores[4]	340	35,117	3,191	280	25,683	2,866
Liquor stores	19	13,401	408	15	5,549	187
Jewelry stores	36	3,354	540	37	3,449	632
Book, stationery stores	6	1,252	237	9	1,656	213
SELECTED SERVICE TRADES						
Hotels	51	5,682	1,987	71	5,683	1,786
Motion picture theaters	29	3,907	751	33	3,297	751

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 172 such establishments with sales of $6,646,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SALE LAKE CITY, THE ENTIRE CITY, AND THE SALT LAKE CITY STANDARD METROPOLITAN AREA

Kind of business	Percent change [1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total [2]	-2.2	39.1	73.0	38.0	61.4
Food stores	88.6	52.3	50.0	43.8	41.8
Eating, drinking places	-8.5	24.7	59.3	22.4	43.5
Eating places	2.6	36.9	70.8	36.2	60.0
Drinking places	-40.4	-14.4	17.8	-14.8	1.4
General merchandise group	1.5	9.1	33.6	13.0	42.2
Variety stores	-9.2	2.8	122.5	2.7	86.8
General merchandise stores (except variety)	3.3	9.8	28.7	14.4	39.8
Apparel, accessories stores	-12.0	-7.5	42.4	-4.5	63.1
Shoe stores	-4.8	5.8	-20.2	13.1	225.1
Men's, boys' clothing and furnishings stores [3]	(D)	(D)	(D)	-17.6	(D)
Family clothing stores [3]	(D)	(D)	(D)	(D)	(D)
Women's clothing, specialty stores	(D)	(D)	(D)	-6.2	(D)
Ready-to-wear stores [3]	-16.0	-15.9	-15.2	-13.3	4.6
All other apparel stores	(D)	(D)	(D)	20.0	(D)
Furniture, home furnishings, appliance dealers	-20.1	5.8	36.9	9.9	39.8
Furniture, home furnishings stores, antique stores [3]	(D)	(D)	(D)	-2.0	(D)
Household appliance, radio, TV stores	(D)	(D)	(D)	37.2	(D)
Automotive group	16.9	80.0	94.1	77.3	88.2
Gasoline service stations	40.7	108.1	115.0	87.8	91.0
Lumber, building materials, hardware, farm equip. dealers	-14.1	64.4	86.8	50.1	59.8
Hardware stores	(D)	(D)	(D)	59.0	(D)
Other	(D)	(D)	(D)	49.1	(D)
Drug stores, proprietary stores	-9.4	53.0	140.9	56.9	124.7
Other retail stores [4]	-6.2	49.9	123.3	36.7	71.4
Liquor stores	(NA)	(D)	(NA)	141.5	(NA)
Jewelry stores	-34.8	-4.7	491.8	-2.8	421.3
Book, stationery stores	(D)	-78.2	(D)	-24.4	(D)
SELECTED SERVICE TRADES					
Hotels	-5.5	-2.1	1.0	-.1	4.1
Motion picture theaters	-23.8	18.0	369.0	18.5	140.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SALT LAKE CITY AND OF SALT LAKE CITY STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	31.7	45.1	26.2	36.9
Food stores	7.4	6.0	5.6	4.3
Eating, drinking places	37.5	51.1	30.4	40.6
Eating places	37.3	49.7	31.2	41.4
Drinking places	38.5	55.3	27.0	38.6
General merchandise group	70.9	76.3	64.3	71.7
Variety stores	80.2	90.9	77.4	87.5
General merchandise stores (except variety)	69.9	74.3	62.8	69.6
Apparel, accessories stores	87.2	91.7	82.8	89.9
Shoe stores	84.7	79.7	77.7	92.2
Men's, boys' clothing and furnishings stores[2]	(D)	95.3	(D)	93.6
Family clothing stores[2]	(D)	(D)	(D)	(D)
Women's clothing, specialty stores	88.5	(D)	85.3	(D)
Ready-to-wear stores[2]	87.1	87.2	83.6	86.3
All other apparel stores	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	41.1	54.5	36.2	49.8
Furniture, home furnishings stores, antique stores[2]	42.5	(D)	37.7	(D)
Household appliance, radio, TV stores	38.8	(D)	33.7	(D)
Automotive group	11.9	18.3	10.1	15.3
Gasoline service stations	6.3	9.3	4.8	6.4
Lumber, building materials, hardware, farm equip. dealers	11.6	22.2	7.4	12.9
Hardware stores	71.0	(D)	45.6	(D)
Other	4.8	(D)	3.0	(D)
Drug stores, proprietary stores	34.6	58.5	29.2	50.6
Other retail stores[3]	35.5	56.7	30.6	44.5
Liquor stores	(NA)	41.4	(NA)	34.0
Jewelry stores	64.6	94.3	62.4	93.0
Book, stationery stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business note included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SALT LAKE CITY, THE ENTIRE CITY, AND THE SALT LAKE CITY STANDARD METROPOLITAN ARE

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.
Food stores	4.6	2.4	19.7	18.0	21.3	20.
Eating, drinking places	7.4	7.9	6.3	7.0	6.4	7.
Eating places	6.2	5.9	5.3	5.3	5.2	5.
Drinking places	1.2	2.0	1.0	1.7	1.2	2.
General merchandise group	37.7	36.4	16.9	21.5	15.4	18.
Variety stores	4.8	5.2	1.9	2.6	1.6	2.
General merchandise stores (except variety)	32.9	31.2	15.0	18.9	13.8	16.
Apparel, accessories stores	16.7	18.6	6.1	9.1	5.3	7.
Shoe stores	3.0	3.0	1.1	1.5	1.0	1.
Men's, boys' clothing and furnishings stores[1]	(D)	5.3	(D)	2.5	1.2	2.
Family clothing stores[1]	(D)	(D)	(D)	(D)	(D)	0.
Women's clothing, specialty stores	6.9	(D)	2.5	(D)	2.1	3.
Ready-to-wear stores[1]	5.9	6.9	2.2	3.6	1.9	2.
All other apparel stores	(D)	(D)	(D)	(D)	0.4	0.
Furniture, home furnishings, appliance dealers	7.5	9.2	5.8	7.6	5.4	6.
Furniture, home furnishings stores, antique stores[1]	4.8	(D)	3.6	(D)	3.3	4.
Household appliance, radio, TV stores	2.7	(D)	2.2	(D)	2.1	2.
Automotive group	7.3	6.1	19.5	15.1	19.0	14.
Gasoline service stations	1.3	0.9	6.8	4.5	7.3	5.
Lumber, building materials, hardware, farm equipment dealers	1.8	2.0	4.9	4.2	6.3	5.
Hardware stores	1.1	(D)	0.5	(D)	0.6	0.
Other	0.7	(D)	4.4	(D)	5.7	5.
Drug stores, proprietary stores	4.3	4.6	3.9	3.6	3.9	3.
Other retail stores[2]	11.4	11.9	10.1	9.4	9.7	9.
Liquor stores	(NA)	2.0	(D)	2.1	3.7	2.
Jewelry stores	2.2	3.3	1.1	1.6	0.9	1.
Book, stationery stores	(D)	(D)	0.4	0.8	0.3	0.

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in th group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—4

CENTRAL BUSINESS DISTRICT STATISTICS



Chattanooga, Tennessee

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE • BUREAU OF THE CENSUS • *WASHINGTON* • *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-4—Chattanooga, Tenn.
Washington, D. C., 1956

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Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

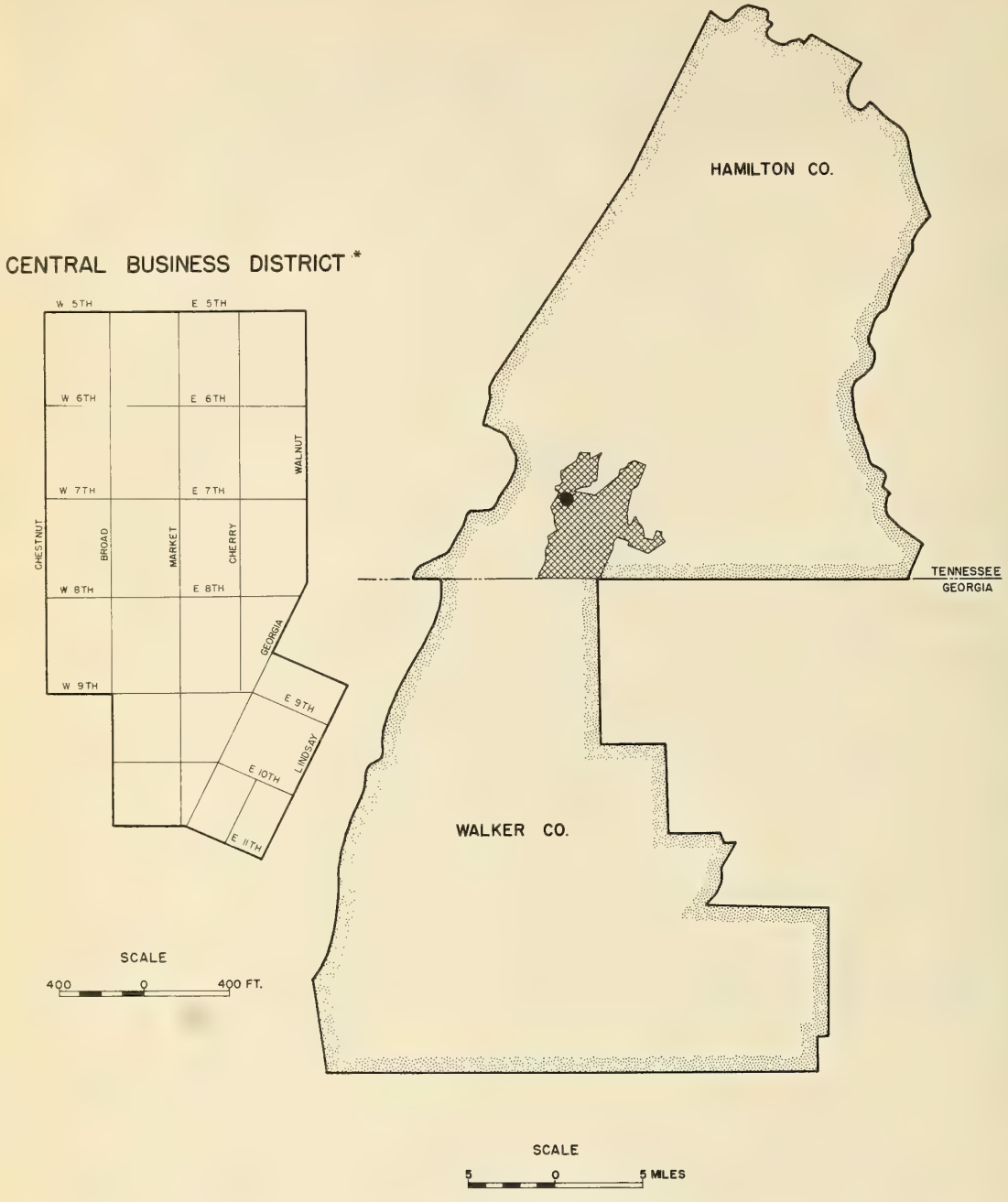
Chattanooga, Tennessee

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CHATTANOOGA, TENNESSEE

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



* CONSISTS OF TRACT 31

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF CHATTANOOGA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	245	62,037	9,538	265	56,220	7,363
Food stores	9	1,777	174	16	1,880	174
Eating, drinking places	40	2,537	553	53	3,274	695
Eating places	35	2,333	526	43	2,869	627
Drinking places	5	204	27	10	405	68
General merchandise group	14	27,406	4,630	10	22,165	3,144
Variety stores	4	4,331	640	6	4,181	542
General merchandise stores (except variety)	10	23,075	3,990	4	17,984	2,602
Apparel, accessories stores	78	13,589	1,679	81	13,051	1,461
Shoe stores	22	2,562	342	17	2,124	245
Men's, boys' clothing and furnishings stores[3]	13	3,801	241	17	2,867	255
Family clothing stores[3]	9	2,255	436	9	2,386	339
Women's clothing, specialty stores	26	4,502	601	27	5,150	572
Ready-to-wear stores[3]	14	3,180	359	16	4,907	537
All other apparel stores	7	419	59	11	524	50
Furniture, home furnishings, appliance dealers	20	5,382	939	19	4,746	593
Furniture, home furnishings stores, antique stores[3]	13	3,813	637	15	4,064	496
Household appliance, radio, TV stores	7	1,569	302	4	682	97
Automotive group	2	(D)	(D)	5	(D)	198
Gasoline service stations	4	(D)	(D)	3	(D)	14
Lumber, building materials, hardware, farm equip. dealers	5	2,680	383	4	1,889	226
Hardware stores	2	(D)	(D)	2	(D)	(D)
Other	3	(D)	(D)	2	(D)	(D)
Drug stores, proprietary stores	7	1,269	208	7	1,268	201
Other retail stores[4]	66	6,226	844	67	5,985	657
Liquor stores	11	1,082	45	13	1,414	48
Jewelry stores	19	2,388	364	15	2,291	327
Book, stationery stores	4	437	60	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	8	2,433	989	11	2,536	815
Motion picture theaters	6	1,324	317	6	1,001	218

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF CHATTANOOGA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,799	218,997	(D)	1,729	164,602	17,229
Food stores	445	48,261	3,027	523	33,023	2,148
Eating, drinking places	328	12,813	2,574	352	11,433	1,969
Eating places	257	11,229	2,406	259	9,569	1,742
Drinking places	71	1,584	168	93	1,864	227
General merchandise group	58	29,407	4,864	61	24,569	3,385
Variety stores	21	(D)	(D)	24	4,871	637
General merchandise stores (except variety)	37	(D)	(D)	37	19,698	2,748
Apparel, accessories stores	132	16,744	2,071	113	14,349	1,571
Shoe stores	27	(D)	(D)	19	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	19	(D)	(D)	21	(D)	(D)
Family clothing stores[3]	21	3,180	512	16	(D)	(D)
Women's clothing, specialty stores	45	5,630	756	40	(D)	(D)
Ready-to-wear stores[3]	23	3,634	399	24	(D)	(D)
All other apparel stores	14	(D)	(D)	14	(D)	(D)
Furniture, home furnishings, appliance dealers	132	13,599	1,893	96	9,978	1,308
Furniture, home furnishings stores, antique stores[3]	70	9,086	1,354	64	(D)	(D)
Household appliance, radio, TV stores	50	4,359	539	25	(D)	(D)
Automotive group	113	39,265	4,110	80	27,789	2,576
Gasoline service stations	194	14,592	1,360	155	7,950	820
Lumber, building materials, hardware, farm equip. dealers	78	14,615	1,841	58	9,923	1,203
Hardware stores	33	(D)	(D)	27	(D)	(D)
Other	45	(D)	(D)	31	(D)	(D)
Drug stores, proprietary stores	62	5,347	733	74	5,161	631
Other retail stores[4]	257	24,354	(D)	217	20,427	1,618
Liquor stores	59	(D)	(D)	54	7,222	200
Jewelry stores	21	(D)	(D)	18	(D)	(D)
Book, stationery stores	8	(D)	(D)	5	196	25
SELECTED SERVICE TRADES						
Hotels	19	2,754	1,078	25	2,920	908
Motion picture theaters	22	2,562	704	16	1,457	348

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 130 such establishments with sales of $3,066,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CHATTANOOGA STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,532	265,572	27,849	2,536	195,319	19,097
Food stores	698	64,988	3,721	885	44,583	2,574
Eating, drinking places	418	15,906	2,979	459	13,152	2,209
Eating places	331	(D)	(D)	337	10,987	1,962
Drinking places	87	(D)	(D)	122	2,165	247
General merchandise group	114	33,169	5,177	115	26,662	3,507
Variety stores	32	5,588	823	34	5,357	698
General merchandise stores (except variety)	82	27,581	4,354	81	21,305	2,809
Apparel, accessories stores	167	18,923	2,319	128	15,806	1,683
Shoe stores	33	2,868	367	20	2,207	252
Men's, boys' clothing and furnishings stores[3]	24	4,544	324	24	3,285	296
Family clothing stores[3]	31	4,011	614	18	3,685	452
Women's clothing, specialty stores	57	6,372	849	44	5,861	626
Ready-to-wear stores[3]	32	4,271	483	28	5,499	580
All other apparel stores	16	992	165	16	670	57
Furniture, home furnishings, appliance dealers	164	15,208	2,078	122	11,448	1,444
Furniture, home furnishings stores, antique stores[3]	84	9,996	1,457	73	8,546	1,064
Household appliance, radio, TV stores	66	5,036	621	40	2,788	380
Automotive group	141	43,817	4,380	104	31,594	2,771
Gasoline service stations	306	20,120	1,763	271	11,010	967
Lumber, building materials, hardware, farm equip. dealers	118	18,316	2,139	95	12,546	1,416
Hardware stores	63	5,771	611	49	4,565	395
Other	55	12,545	1,528	46	7,981	1,021
Drug stores, proprietary stores	92	7,544	991	104	6,575	781
Other retail stores[4]	314	27,581	2,302	253	21,943	1,745
Liquor stores	62	8,012	340	54	7,222	200
Jewelry stores	28	2,613	389	26	2,497	347
Book, stationery stores	8	(D)	(D)	5	196	25
SELECTED SERVICE TRADES						
Hotels	21	2,862	1,107	27	(D)	(D)
Motion picture theaters	31	2,894	781	22	1,664	391

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 158 such establishments with sales of $3,548,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF CHATTANOOGA, THE ENTIRE CITY, AND THE CHATTANOOGA STANDARD METROPOLITAN AREA

Kind of business	Percent change [1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total [2]	10.3	33.0	44.8	36.0	46.3
Food stores	-5.5	46.1	49.3	45.8	48.0
Eating, drinking places	-22.5	12.1	25.9	20.9	35.3
Eating places	-18.7	17.3	32.8	(D)	(D)
Drinking places	-49.6	-15.0	-5.4	(D)	(D)
General merchandise group	23.6	19.7	-16.8	24.4	28.2
Variety stores	3.6	(D)	(D)	4.3	6.9
General merchandise stores (except variety)	28.3	(D)	(D)	29.5	35.7
Apparel, accessories stores	4.1	16.7	143.1	19.7	93.6
Shoe stores	20.6	(D)	(D)	30.0	268.7
Men's, boys' clothing and furnishings stores [3]	32.6	(D)	(D)	38.3	77.8
Family clothing stores [3]	-5.5	(D)	(D)	8.8	35.2
Women's clothing, specialty stores	-12.6	(D)	(D)	8.7	163.0
Ready-to-wear stores [3]	-35.2	(D)	(D)	-22.3	84.3
All other apparel stores	-20.0	(D)	(D)	48.1	292.5
Furniture, home furnishings, appliance dealers	13.4	36.3	57.1	32.8	46.6
Furniture, home furnishings stores, antique stores [3]	-6.2	(D)	(D)	17.0	38.0
Household appliance, radio, TV stores	130.1	(D)	(D)	80.6	64.6
Automotive group	(D)	41.3	(D)	38.7	(D)
Gasoline service stations	(D)	83.5	(D)	82.7	(D)
Lumber, building materials, hardware, farm equip. dealers	41.9	47.3	48.6	46.0	46.7
Hardware stores	(D)	(D)	(D)	26.4	(D)
Other	(D)	(D)	(D)	57.2	(D)
Drug stores, proprietary stores	0.1	3.6	4.8	14.7	18.2
Other retail stores [4]	4.0	19.2	25.5	25.7	33.8
Liquor stores	-23.5	(D)	(D)	10.9	19.3
Jewelry stores	-4.2	(D)	(D)	4.6	9.2
Book, stationery stores	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	-4.1	-5.7	-16.4	(D)	(D)
Motion picture theaters	32.3	75.8	171.5	73.9	136.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF CHATTANOOGA AND OF CHATTANOOGA STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	28.3	34.2	23.4	28.8
Food stores	3.7	5.7	2.7	4.2
Eating, drinking places	19.8	28.6	15.9	24.9
Eating places	20.8	30.0	(D)	26.1
Drinking places	12.9	21.7	(D)	18.7
General merchandise group	93.2	90.2	82.6	83.1
Variety stores	(D)	85.8	77.5	78.0
General merchandise stores (except variety)	(D)	91.3	83.7	84.4
Apparel, accessories stores	81.2	91.0	71.8	82.6
Shoe stores	(D)	(D)	89.3	96.2
Men's, boys' clothing and furnishings stores[2]	(D)	(D)	83.6	87.3
Family clothing stores[2]	70.9	(D)	56.2	64.7
Women's clothing, specialty stores	80.0	(D)	70.7	87.9
Ready-to-wear stores[2]	87.5	(D)	74.5	89.2
All other apparel stores	(D)	(D)	42.2	78.2
Furniture, home furnishings, appliance dealers	39.6	47.6	35.4	41.5
Furniture, home furnishings stores, antique stores[2]	42.0	(D)	38.1	47.6
Household appliance, radio, TV stores	36.0	(D)	31.2	24.5
Automotive group	(D)	(D)	(D)	(D)
Gasoline service stations	(D)	(D)	(D)	(D)
Lumber, building materials, hardware, farm equip. dealers	18.3	19.0	14.6	15.1
Hardware stores	(D)	(D)	(D)	(D)
Other	(D)	(D)	(D)	(D)
Drug stores, proprietary stores	23.7	24.6	16.8	19.3
Other retail stores[3]	25.6	29.3	22.6	27.3
Liquor stores	(D)	(D)	13.5	19.6
Jewelry stores	(D)	(D)	91.4	91.8
Book, stationery stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business note included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF CHATTANOOGA, THE ENTIRE CITY, AND THE CHATTANOOGA STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	2.9	3.3	22.0	20.1	24.5	22.8
Eating, drinking places	4.1	5.8	5.9	6.9	6.0	6.7
Eating places	3.8	5.1	5.1	5.8	(D)	5.6
Drinking places	0.3	0.7	0.8	1.1	(D)	1.1
General merchandise group	44.2	39.5	13.4	14.9	12.5	13.7
Variety stores	7.0	7.4	(D)	2.9	2.1	2.8
General merchandise stores (except variety)	37.2	32.1	(D)	12.0	10.4	10.9
Apparel, accessories stores	21.9	23.2	7.6	8.7	7.1	8.1
Shoe stores	4.1	3.8	(D)	(D)	1.1	1.1
Men's, boys' clothing and furnishings stores[1]	6.1	5.1	(D)	(D)	1.7	1.7
Family clothing stores[1]	3.6	4.2	1.5	(D)	1.5	1.9
Women's clothing, specialty stores	7.3	9.2	2.6	(D)	2.4	3.0
Ready-to-wear stores[1]	5.1	8.7	1.7	(D)	1.6	2.8
All other apparel stores	0.7	0.9	(D)	(D)	0.4	0.4
Furniture, home furnishings, appliance dealers	8.7	8.4	6.2	6.1	5.7	5.9
Furniture, home furnishings stores, antique stores[1]	6.2	7.2	4.2	(D)	3.8	4.5
Household appliance, radio, TV stores	2.5	1.2	2.0	(D)	1.9	1.4
Automotive group	(D)	(D)	17.9	16.9	16.5	16.2
Gasoline service stations	(D)	(D)	6.7	4.8	7.6	5.6
Lumber, building materials, hardware, farm equipment dealers	4.3	3.4	6.7	6.0	6.9	6.4
Hardware stores	(D)	(D)	(D)	(D)	2.2	2.3
Other	(D)	(D)	(D)	(D)	4.7	4.1
Drug stores, proprietary stores	2.0	2.3	2.4	3.2	2.8	3.4
Other retail stores[2]	10.0	10.6	11.2	12.4	10.4	11.2
Liquor stores	1.7	2.5	(D)	4.4	3.0	3.7
Jewelry stores	3.8	4.1	(D)	(D)	1.0	1.3
Book, stationery stores	0.7	(D)	(D)	0.1	(D)	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Akron, Ohio

1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

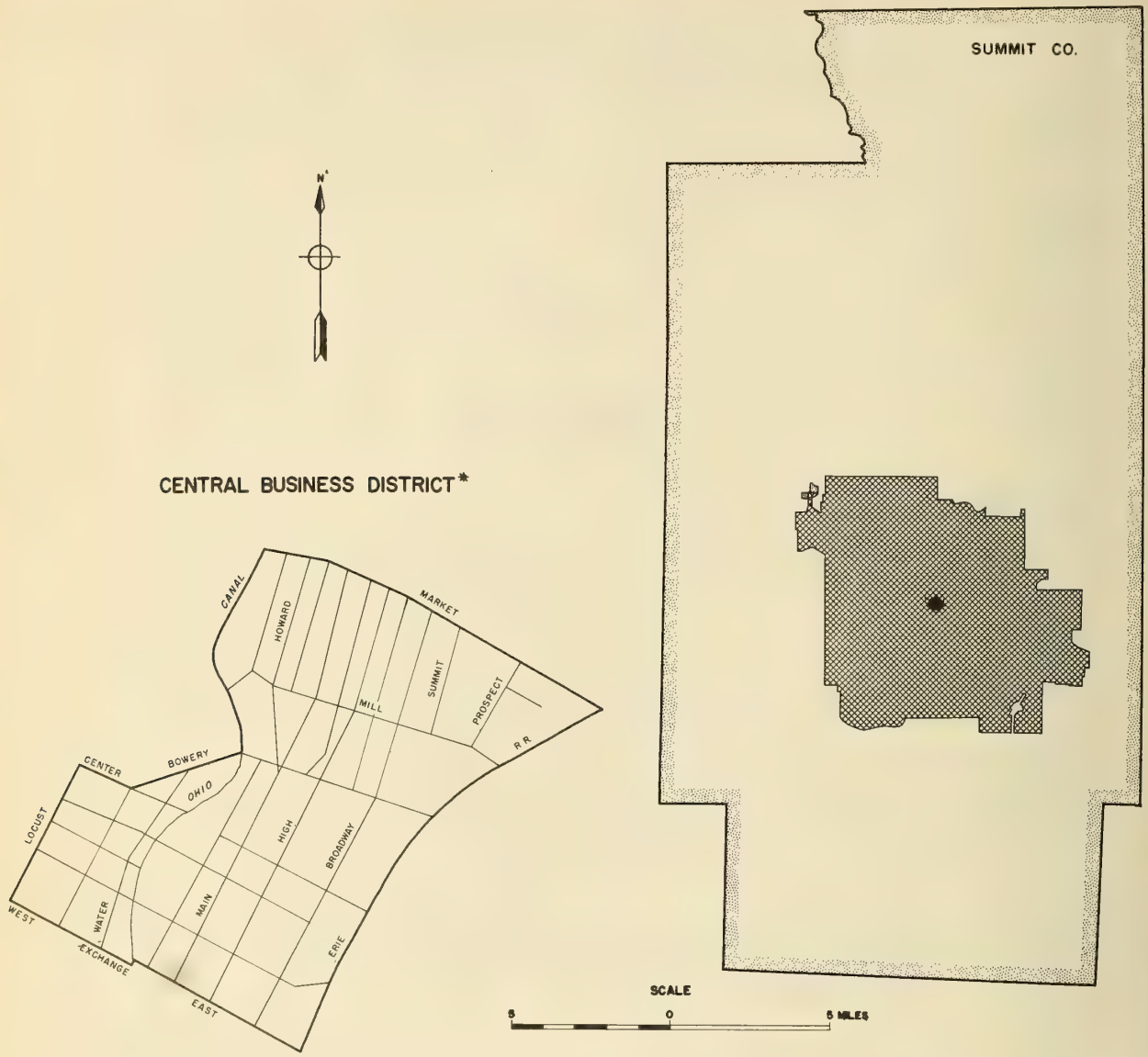
Akron, Ohio

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AKRON, OHIO

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



*CONSISTS OF TRACT A-3a

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF AKRON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	350	110,422	17,913	342	106,246	16,545
Food stores	34	5,033	524	41	5,226	446
Eating, drinking places	68	5,801	1,365	67	4,518	1,176
Eating places	43	4,169	976	42	2,702	725
Drinking places	25	1,632	389	25	1,816	451
General merchandise group	17	61,273	10,124	13	60,762	9,510
Department stores	4	56,840	9,274	5	56,234	8,783
Variety stores	9	(D)	690	8	4,528	728
General merchandise stores, n.e.c	4	(D)	160	...	...	...
Apparel, accessories stores	92	13,530	1,899	81	13,782	1,779
Shoe stores	27	2,933	407	19	2,735	348
Men's, boys' clothing and furnishings stores[3]	17	2,878	396	17	3,352	485
Family clothing stores[3]	4	1,875	250	6	2,709	337
Women's clothing, specialty stores	39	5,517	798	28	4,402	542
Ready-to-wear stores[3]	22	4,468	554	16	4,155	496
All other apparel stores	7	327	48	10	571	67
Furniture, home furnishings, appliance dealers	22	9,614	1,655	23	6,299	1,165
Furniture stores[3]	7	3,543	665	9	4,332	800
Other home furnishings stores[3]	3	351	33	6	597	72
Household appliance, radio, TV stores	10	5,638	957	7	1,361	292
Automotive group	5	4,173	573	6	2,707	328
Passenger car dealers (franchised & nonfranchised)	2	(D)	(D)	2	(D)	(D)
Tire, battery, accessory dealers	3	(D)	(D)	4	(D)	(D)
Other automotive dealers	...	...	...	...	...	...
Gasoline service stations	6	1,013	104	9	425	47
Lumber, building materials, hardware, farm equip. dealers	5	1,458	145	11	4,895	823
Hardware stores	3	(D)	(D)	4	(D)	640
Other	2	(D)	(D)	7	(D)	183
Drug stores, proprietary stores	10	2,731	461	10	2,094	345
Other retail stores[4]	91	5,796	1,063	81	5,538	926
Liquor stores	...	...	...	1	(D)	(D)
Jewelry stores	29	2,605	511	23	2,395	479
Book, stationery stores	6	(D)	(D)	1	(D)	(D)
Sporting goods, bicycle stores	2	(D)	(D)	2	(D)	(D)
Florists	3	234	56	4	187	43
Music stores	7	501	103	9	540	74
Camera, photographic supply stores	2	(D)	(D)	4	180	15
SELECTED SERVICE TRADES						
Hotels	9	2,717	878	9	2,317	739
Motion picture theaters	6	1,371	381	7	1,526	359

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF AKRON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,682	382,249	47,845	2,670	310,089	38,200
Food stores	640	88,455	6,310	784	68,229	4,009
Eating, drinking places	668	32,042	6,347	643	24,815	4,792
Eating places	359	18,631	4,240	279	11,554	2,666
Drinking places	309	13,375	2,107	364	13,261	2,126
General merchandise group	62	70,112	11,344	45	64,286	10,016
Department stores	5	(D)	(D)	6	(D)	(D)
Variety stores	39	7,336	1,320	30	6,348	967
General merchandise stores, n.e.c.	18	(D)	(D)	9	(D)	(D)
Apparel, accessories stores	164	18,038	2,327	143	16,606	2,033
Shoe stores	39	4,184	546	31	3,244	399
Men's, boys' clothing and furnishings stores[3]	29	3,642	482	30	4,033	565
Family clothing stores[3]	7	(D)	300	13	3,501	394
Women's clothing, specialty stores	66	6,910	908	38	4,855	584
Ready-to-wear stores[3]	37	5,363	652	26	4,609	537
All other apparel stores	19	721	91	24	840	91
Furniture, home furnishings, appliance dealers	145	20,131	3,417	100	11,889	2,069
Furniture stores[3]	27	7,447	1,292	24	6,412	1,144
Other home furnishings stores[3]	19	1,198	261	19	1,427	275
Household appliance, radio, TV stores	83	11,276	1,864	41	3,827	650
Automotive group	131	71,169	7,128	137	54,695	5,523
Passenger car dealers (franchised & nonfranchised)	83	62,238	5,896	87	47,950	4,566
Tire, battery, accessory dealers	46	(D)	(D)	39	6,253	890
Other automotive dealers	2	(D)	(D)	11	492	67
Gasoline service stations	253	19,839	1,861	251	12,254	1,084
Lumber, building materials, hardware, farm equip. dealers	138	30,156	4,994	131	29,929	5,281
Hardware stores	49	4,502	519	48	6,843	878
Other	85	25,326	4,486	83	23,086	4,403
Drug stores, proprietary stores	123	12,136	1,714	113	9,285	1,207
Other retail stores[4]	358	20,171	2,403	323	18,101	2,186
Liquor stores	29	5,657	144	46	4,397	115
Jewelry stores	64	3,835	654	42	3,103	573
Book, stationery stores	8	557	91	22	(D)	(D)
Sporting goods, bicycle stores	16	856	104	13	626	42
Florists	37	1,065	158	28	905	124
Music stores	12	(D)	(D)	18	(D)	(D)
Camera, photographic supply stores	2	(D)	(D)	7	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	36	3,637	1,197	42	3,314	1,012
Motion picture theaters	17	1,927	506	31	2,843	630

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 155 such establishments with sales of $9,597,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
AKRON STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	3,861	513,562	61,723	3,745	388,055	46,141
Food stores	932	129,124	9,048	1,103	92,010	5,578
Eating, drinking places	917	42,963	8,400	892	33,390	6,232
Eating places	498	24,992	5,686	377	15,300	3,521
Drinking places	417	17,905	2,714	515	18,090	2,711
General merchandise group	99	78,229	12,546	67	68,619	10,613
Department stores	7	60,890	9,893	8	58,893	9,186
Variety stores	55	11,183	1,995	40	7,665	1,165
General merchandise stores, n.e.c	37	6,156	658	19	2,061	262
Apparel, accessories stores	223	23,005	2,910	189	19,677	2,344
Shoe stores	53	5,441	701	40	3,931	468
Men's, boys' clothing and furnishings stores[3]	48	5,203	661	42	5,000	651
Family clothing stores[3]	9	2,731	340	16	3,856	433
Women's clothing, specialty stores	85	8,508	1,096	52	5,663	680
Ready-to-wear stores[3]	50	6,683	807	35	5,377	630
All other apparel stores	24	992	112	27	964	112
Furniture, home furnishings, appliance dealers	188	25,146	4,223	137	14,769	2,429
Furniture stores[3]	37	10,047	1,753	31	7,819	1,359
Other home furnishings stores[3]	25	1,487	348	23	1,688	308
Household appliance, radio, TV stores	104	13,378	2,122	66	5,009	762
Automotive group	195	98,103	9,904	199	68,040	7,036
Passenger car dealers (franchised & nonfranchised)	124	86,466	8,366	126	59,581	5,944
Tire, battery, accessory dealers	60	10,269	1,394	54	7,206	996
Other automotive dealers	11	1,368	144	19	1,253	96
Gasoline service stations	411	31,780	2,869	398	18,524	1,560
Lumber, building materials, hardware, farm equip. dealers	227	42,187	6,672	206	38,943	6,360
Hardware stores	81	7,731	964	72	8,672	1,076
Other	142	34,128	5,708	134	30,271	5,284
Drug stores, proprietary stores	164	16,283	2,277	144	11,566	1,458
Other retail stores[4]	505	26,742	2,874	410	22,517	2,531
Liquor stores	34	7,487	(D)	58	5,338	144
Jewelry stores	80	4,532	766	48	3,455	631
Book, stationery stores	10	(D)	(D)	3	616	100
Sporting goods, bicycle stores	24	1,132	124	18	745	52
Florists	58	1,516	201	37	1,071	142
Music stores	14	726	112	20	752	95
Camera, photographic supply stores	5	(D)	(D)	8	287	19
SELECTED SERVICE TRADES						
Hotels	38	3,974	1,296	45	3,516	1,076
Motion picture theaters	29	2,950	705	42	3,331	755

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 209 such establishments with sales of $12,077,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF AKRON, THE ENTIRE CITY, AND THE AKRON STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	3.9	23.3	33.4	32.3	43.1
Food stores	-3.7	29.6	32.4	40.3	43.1
Eating, drinking places	28.4	29.1	29.3	28.7	28.7
Eating places	54.3	61.3	63.4	63.3	65.3
Drinking places	-10.1	0.9	2.6	-1.0	0.0
General merchandise group	0.8	9.1	150.8	14.0	115.8
Department stores	1.1	(D)	(D)	3.4	52.3
Variety stores	(D)	15.6	(D)	45.9	(D)
General merchandise stores, n.e.c	XXX	(D)	(D)	198.7	(D)
Apparel, accessories stores	-1.8	8.6	59.6	16.9	60.7
Shoe stores	7.2	29.0	145.8	38.4	109.7
Men's, boys' clothing and furnishings stores[3]	-14.1	-9.7	12.2	4.1	41.1
Family clothing stores[3]	-30.8	(D)	(D)	-29.2	-25.4
Women's clothing, specialty stores	25.3	42.3	207.5	50.2	137.2
Ready-to-wear stores[3]	7.5	16.4	97.1	24.3	81.3
All other apparel stores	-42.7	-14.2	30.9	3.0	69.2
Furniture, home furnishings, appliance dealers	52.6	69.3	88.1	70.3	83.4
Furniture stores[3]	-18.2	16.1	87.7	28.5	86.5
Other home furnishings stores[3]	-41.2	-16.0	2.0	-11.9	4.1
Household appliance, radio, TV stores	314.3	194.6	128.6	167.1	112.2
Automotive group	54.2	30.1	28.9	44.2	43.8
Passenger car dealers (franchised and nonfranchised)	(D)	29.8	(D)	45.1	(D)
Tire, battery, accessory dealers	(D)	(D)	(D)	42.5	(D)
Other automotive dealers	...	(D)	(D)	9.2	9.2
Gasoline service stations	138.4	61.9	59.2	71.6	70.0
Lumber, building materials, hardware, farm equip. dealers	-70.2	0.8	14.6	8.3	19.6
Hardware stores	(D)	-34.2	(D)	-10.9	(D)
Other	(D)	9.6	(D)	12.7	(D)
Drug stores, proprietary stores	30.4	30.7	30.8	40.8	43.1
Other retail stores[4]	4.7	11.4	14.4	18.8	23.4
Liquor stores	XXX	28.7	(D)	40.3	(D)
Jewelry stores	8.8	23.6	73.7	31.2	81.8
Book, stationery stores	(D)	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores	(D)	36.7	(D)	51.9	(D)
Florists	25.1	17.7	15.7	41.5	45.0
Music stores	-7.2	(D)	(D)	-3.5	6.1
Camera, photographic supply stores	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	17.3	9.4	-7.7	13.0	4.8
Motion picture theaters	-10.2	-32.2	-57.8	-11.4	-8.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. XXX Not applicable.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF AKRON CITY AND OF AKRON STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	28.9	34.3	21.5	27.4
Food stores	5.7	7.7	3.9	5.7
Eating, drinking places	18.1	18.2	13.5	13.5
Eating places	22.4	23.4	16.7	17.7
Drinking places	12.2	13.7	9.1	10.0
General merchandise group	87.4	94.5	78.3	88.5
Department stores	(D)	(D)	93.3	95.5
Variety stores	(D)	71.3	(D)	59.1
General merchandise stores, n.e.c	(D)	...	(D)	...
Apparel, accessories stores	75.0	83.0	58.8	70.0
Shoe stores	70.1	84.3	53.9	69.6
Men's, boys' clothing and furnishings stores[2]	79.0	83.1	55.3	67.0
Family clothing stores[2]	(D)	77.4	68.7	70.3
Women's clothing, specialty stores	79.8	90.7	64.8	77.7
Ready-to-wear stores[2]	83.3	90.1	66.9	77.3
All other apparel stores	45.4	68.0	33.0	59.2
Furniture, home furnishings, appliance dealers	47.8	53.0	38.2	42.7
Furniture stores[2]	47.6	67.6	35.3	55.4
Other home furnishings stores[2]	29.3	41.8	23.6	35.4
Household appliance, radio, TV stores	50.0	35.6	42.1	27.2
Automotive group	5.9	4.9	4.3	4.0
Passenger car dealers (franchised and nonfranchised)	(D)	(D)	(D)	(D)
Tire, battery, accessory dealers	(D)	(D)	(D)	(D)
Other automotive dealers	...	...	...	...
Gasoline service stations	5.1	3.5	3.2	2.3
Lumber, building materials, hardware, farm equip. dealers	4.8	16.4	3.5	12.6
Hardware stores	(D)	(D)	(D)	(D)
Other	(D)	(D)	(D)	(D)
Drug stores, proprietary stores	22.5	22.6	16.8	18.1
Other retail stores[3]	28.7	30.6	21.7	24.6
Liquor stores	...	(D)	...	(D)
Jewelry stores	67.9	77.2	57.5	69.3
Book, stationery stores	34.8	(D)	(D)	(D)
Sporting goods, bicycle stores	(D)	(D)	(D)	(D)
Florists	22.0	20.7	15.4	17.5
Music stores	(D)	(D)	69.0	71.8
Camera, photographic supply stores	(D)	(D)	(D)	62.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF AKRON, THE ENTIRE CITY, AND THE AKRON STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	4.4	4.9	23.1	22.0	25.1	23.7
Eating, drinking places	5.2	4.3	8.4	8.0	8.4	8.6
Eating places	3.7	2.6	4.9	3.7	4.9	3.9
Drinking places	1.5	1.7	3.5	4.3	3.5	4.7
General merchandise group	55.5	57.2	18.3	20.7	15.2	17.7
Department stores	51.8	52.9	(D)	(D)	11.8	15.2
Variety stores	(D)	4.3	1.9	2.0	2.2	2.0
General merchandise stores, n.e.c.	(D)	...	(D)	(D)	1.2	0.5
Apparel, accessories stores	12.3	13.0	4.7	5.4	4.5	5.1
Shoe stores	2.7	2.6	1.1	1.0	1.1	1.0
Men's, boys' clothing and furnishings stores[1]	2.6	3.2	1.0	1.3	1.0	1.3
Family clothing stores[1]	1.7	2.5	(D)	1.1	0.5	1.0
Women's clothing, specialty stores	5.0	4.1	1.8	1.6	1.6	1.5
Ready-to-wear stores[1]	4.1	3.9	1.4	1.5	1.3	1.4
All other apparel stores	0.3	0.5	0.2	0.3	0.2	0.2
Furniture, home furnishings, appliance dealers	8.8	5.9	5.3	3.8	4.9	3.8
Furniture stores[1]	3.2	4.0	1.9	2.0	2.0	2.0
Other home furnishings stores[1]	0.3	0.6	0.3	0.5	0.3	0.4
Household appliance, radio, TV stores	5.1	1.3	3.0	1.2	2.6	1.3
Automotive group	3.8	2.5	18.6	17.6	19.1	17.5
Passenger car dealers (franchised and nonfranchised)	(D)	(D)	16.3	15.4	16.8	15.4
Tire, battery, accessory dealers	(D)	(D)	(D)	2.0	2.0	1.9
Other automotive dealers	...	...	(D)	0.2	0.3	0.3
Gasoline service stations	0.9	0.4	5.2	4.0	6.2	4.8
Lumber, building materials, hardware, farm equipment dealers	1.3	4.6	7.9	9.7	8.2	10.0
Hardware stores	(D)	(D)	1.2	2.2	1.5	2.2
Other	(D)	(D)	6.6	7.5	6.6	7.8
Drug stores, proprietary stores	2.5	2.0	3.2	3.0	3.2	3.0
Other retail stores[2]	5.3	5.2	5.3	5.8	5.2	5.8
Liquor stores	...	(D)	1.5	1.4	1.5	1.4
Jewelry stores	2.4	2.3	1.0	1.0	0.9	0.9
Book, stationery stores	0.2	(D)	0.1	(D)	(D)	0.2
Sporting goods, bicycle stores	(D)	(D)	0.2	0.2	0.2	0.2
Florists	0.2	0.2	0.3	0.3	0.3	0.3
Music stores	0.5	0.5	(D)	(D)	0.1	0.2
Camera, photographic supply stores	(D)	0.2	(D)	(D)	(D)	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Corpus Christi, Texas

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Corpus Christi, Texas

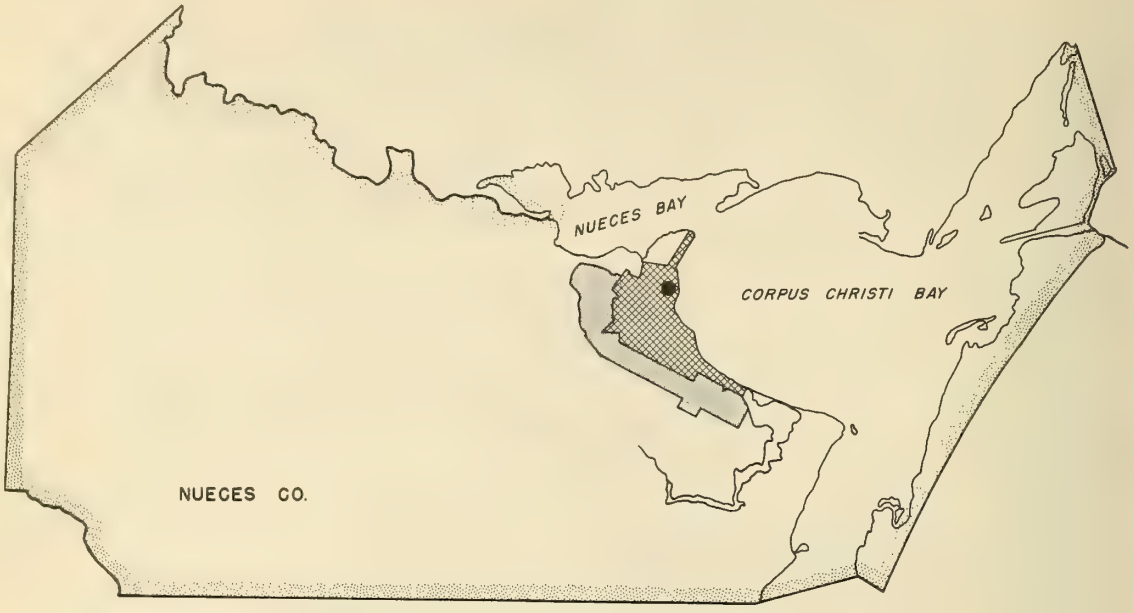
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CORPUS CHRISTI, TEXAS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

City data in this bulletin are based upon the legal boundaries at the end of the Census year.

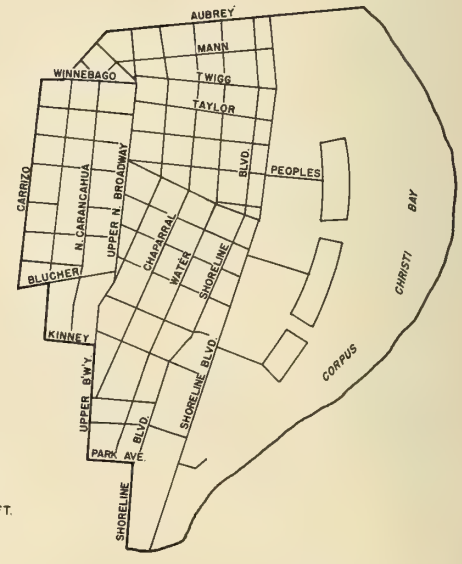


SCALE

5 0 5 MILES

N

CENTRAL BUSINESS DISTRICT *



● CENTRAL BUSINESS DISTRICT

AREA OF CITY, 1948

ANNEXATIONS THROUGH 1954

STANDARD METROPOLITAN AREA

SCALE

800 0 800 FT.

* CONSISTS OF TRACT 3

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF CORPUS CHRISTI

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	246	66,286	9,482	246	55,521	7,167
Food stores	6	1,238	107	12	2,135	171
Eating, drinking places	48	3,680	918	44	2,897	722
Eating places	43	3,492	881	37	2,650	687
Drinking places	5	188	37	7	247	35
General merchandise group	14	16,816	3,193	11	12,701	1,863
Variety stores	5	2,345	429	4	1,938	238
General merchandise stores (except variety)	9	14,471	2,764	7	10,763	1,625
Apparel, accessories stores	61	7,654	969	54	7,884	860
Shoe stores	18	1,927	239	12	1,832	224
Men's, boys' clothing and furnishings stores[3]	12	1,409	172	9	1,487	155
Family clothing stores[3]	3	267	40	6	565	73
Women's clothing, specialty stores	23	3,759	483	21	3,695	381
Ready-to-wear stores[3]	14	3,190	392	19	3,648	375
All other apparel stores	5	264	35	6	305	28
Furniture, home furnishings, appliance dealers	10	1,899	354	13	2,691	463
Furniture, home furnishings stores, antique stores[3]	8	(D)	311	7	1,423	216
Household appliance, radio, TV stores	2	(D)	43	5	1,233	247
Automotive group	27	26,485	2,756	34	18,792	2,184
Gasoline service stations	9	1,417	244	7	369	65
Lumber, building materials, hardware, farm equip. dealers	3	343	47	4	475	66
Hardware stores	2	(D)	(D)	2	(D)	(D)
Other	1	(D)	(D)	2	(D)	(D)
Drug stores, proprietary stores	6	882	125	9	1,423	207
Other retail stores[4]	62	5,872	769	58	6,154	566
Liquor stores	8	578	24	10	587	17
Jewelry stores	13	2,822	432	16	3 878	328
Book, stationery stores	5	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	7	1,114	453	7	1,154	583
Motion picture theaters	4	930	151	4	787	152

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF CORPUS CHRISTI

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,507	194,105	22,162	1,300	122,703	13,357
Food stores	285	44,076	3,050	308	25,163	1,510
Eating, drinking places	362	13,527	2,828	299	8,370	1,743
Eating places	216	10,629	2,471	169	6,213	1,412
Drinking places	146	2,892	357	130	2,157	331
General merchandise group	50	24,856	4,466	27	16,208	2,379
Variety stores	25	3 863	633	12	2,362	291
General merchandise stores (except variety)	25	20,993	3,833	15	13,846	2,088
Apparel, accessories stores	98	10,352	1,275	87	9,484	993
Shoe stores	25	2,310	293	17	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	18	1,793	200	15	(D)	(D)
Family clothing stores[3]	10	555	68	14	1,073	123
Women's clothing, specialty stores	37	5,151	644	32	(D)	(D)
Ready-to-wear stores[3]	27	4,484	544	29	(D)	(D)
All other apparel stores	8	543	70	8	(D)	(D)
Furniture, home furnishings, appliance dealers	76	8,958	1,421	64	8,405	1,151
Furniture, home furnishings stores, antique stores[3]	45	(D)	1,129	42	6,081	816
Household appliance, radio, TV stores	25	2,269	292	15	2,223	335
Automotive group	95	40,719	3,815	84	26,509	2,596
Gasoline service stations	176	13,038	1,410	102	4,454	518
Lumber, building materials, hardware, farm equip. dealers	76	18,951	1,655	49	8,447	897
Hardware stores	18	1,974	216	13	1,704	202
Other	58	16,977	1,439	36	6,743	695
Drug stores, proprietary stores	59	6,057	746	56	4,389	612
Other retail stores[4]	230	13,571	1,496	224	11,274	958
Liquor stores	50	4,026	232	60	2,559	95
Jewelry stores	26	3,204	471	23	(D)	(D)
Book, stationery stores	7	336	26	5	254	23
SELECTED SERVICE TRADES						
Hotels	14	2,907	1,058	19	2,940	967
Motion picture theaters	16	2,279	366	14	1,337	268

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 80 such establishments with sales of $3,434,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CORPUS CHRISTI STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,867	221,206	24,171	1,694	140,743	14,692
Food stores	379	51,541	3,365	411	31,044	1,748
Eating, drinking places	456	15,679	3,162	426	10,379	2,033
Eating places	270	12,117	2,726	247	7,718	1,666
Drinking places	186	3,562	436	179	2,661	367
General merchandise group	64	25,863	4,561	45	16,807	2,437
Variety stores	29	4,239	682	20	2,697	320
General merchandise stores (except variety)	35	21,624	3,879	25	14,110	2,117
Apparel, accessories stores	108	11,150	1,354	95	10,234	1,047
Shoe stores	27	(D)	(D)	18	1,924	225
Men's, boys' clothing and furnishings stores[3]	19	(D)	(D)	16	1,814	172
Family clothing stores[3]	14	1,166	135	19	1,772	169
Women's clothing, specialty stores	40	5,196	646	33	4,284	438
Ready-to-wear stores[3]	28	(D)	546	30	4,231	432
All other apparel stores	8	543	70	8	(D)	(D)
Furniture, home furnishings, appliance dealers	91	9,344	1,447	68	8,539	1,165
Furniture, home furnishings stores, antique stores[3]	56	6,867	1,148	45	6,210	830
Household appliance, radio, TV stores	33	2,435	299	15	2,223	335
Automotive group	108	44,229	4,060	100	28,732	2,790
Gasoline service stations	222	15,908	1,661	148	5,891	644
Lumber, building materials, hardware, farm equip. dealers	104	23,277	2,034	75	11,627	1,123
Hardware stores	23	2,349	247	19	2,058	235
Other	81	20,880	1,776	56	9,569	888
Drug stores, proprietary stores	68	6,706	811	71	5,070	690
Other retail stores[4]	267	17,509	1,716	255	12,420	1,015
Liquor stores	54	4,203	242	72	3,009	102
Jewelry stores	30	3,287	477	24	4,211	348
Book, stationery stores	7	336	26	5	254	24
SELECTED SERVICE TRADES						
Hotels	18	3,007	1,078	24	3,055	984
Motion picture theaters	25	3 168	489	23	1,641	[5]325

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 91 such establishments with sales of $3,569,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Revised.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CORPUS CHRISTI, THE ENTIRE CITY, AND THE CORPUS CHRISTI STANDARD METROPOLITAN AREA

Kind of business	Percent change [1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total [2]	19.4	58.2	90.3	57.2	81.8
Food stores	-42.0	75.2	86.0	66.0	74.0
Eating, drinking places	27.0	61.6	79.9	51.1	60.4
Eating places	31.9	71.1	100.3	57.0	70.2
Drinking places	-23.9	34.1	41.6	33.9	39.8
General merchandise group	32.4	53.4	129.3	53.9	120.3
Variety stores	21.0	63.5	258.0	57.2	149.5
General merchandise stores (except variety)	34.5	51.6	111.5	53.3	113.7
Apparel, accessories stores	-2.9	9.2	68.6	9.0	48.8
Shoe stores	5.2	(D)	(D)	(D)	(D)
Men's, boys' clothing and furnishings stores [3]	-5.2	(D)	(D)	(D)	(D)
Family clothing stores [3]	-52.7	-48.3	-43.3	-34.2	-25.5
Women's clothing, specialty stores	1.7	(D)	(D)	21.3	144.0
Ready-to-wear stores [3]	-12.6	(D)	(D)	(D)	(D)
All other apparel stores	-13.4	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	-29.4	6.6	23.5	9.4	27.3
Furniture, home furnishings stores, antique stores [3]	(D)	(D)	(D)	10.6	(D)
Household appliance, radio, TV stores	(D)	2.1	(D)	9.5	(D)
Automotive group	40.9	53.6	84.4	53.9	78.5
Gasoline service stations	284.0	192.7	184.5	170.0	162.4
Lumber, building materials, hardware, farm equip. dealers	-27.8	124.4	133.4	100.2	105.6
Hardware stores	(D)	15.8	(D)	14.1	(D)
Other	(D)	151.8	(D)	118.2	(D)
Drug stores, proprietary stores	-38.0	38.0	74.5	32.3	59.7
Other retail stores [4]	-4.6	20.4	50.4	41.0	85.7
Liquor stores	-1.5	57.3	74.8	39.7	49.7
Jewelry stores	-27.2	(D)	(D)	-21.9	39.6
Book, stationery stores	(D)	32.3	(D)	32.3	(D)
SELECTED SERVICE TRADES					
Hotels	-3.5	-1.1	0.4	-1.6	-0.4
Motion picture theaters	18.2	70.5	145.3	93.1	162.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF CORPUS CHRISTI AND OF CORPUS CHRISTI STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	34.1	45.2	30.0	39.4
Food stores	2.8	8.5	2.4	6.9
Eating, drinking places	27.2	34.6	23.5	27.9
Eating places	32.9	42.7	28.8	34.3
Drinking places	6.5	11.5	5.3	9.3
General merchandise group	67.7	78.4	65.0	75.6
Variety stores	60.7	82.0	55.3	71.9
General merchandise stores (except variety)	68.9	77.7	66.9	76.3
Apparel, accessories stores	73.9	83.1	68.6	77.0
Shoe stores	83.4	(D)	(D)	95.2
Men's, boys' clothing and furnishings stores[2]	78.6	(D)	(D)	82.0
Family clothing stores[2]	48.1	52.7	22.9	31.9
Women's clothing, specialty stores	73.0	(D)	72.3	86.3
Ready-to-wear stores[2]	71.1	(D)	(D)	86.2
All other apparel stores	48.6	(D)	48.6	(D)
Furniture, home furnishings, appliance dealers	21.2	32.0	20.3	31.5
Furniture, home furnishings stores, antique stores[2]	(D)	23.4	(D)	22.9
Household appliance, radio, TV stores	(D)	55.5	(D)	55.5
Automotive group	65.0	70.9	59.9	65.4
Gasoline service stations	10.9	8.3	8.9	6.3
Lumber, building materials, hardware, farm equip. dealers	1.8	5.6	1.5	4.1
Hardware stores	(D)	(D)	(D)	(D)
Other	(D)	(D)	(D)	(D)
Drug stores, proprietary stores	14.6	32.4	13.2	28.1
Other retail stores[3]	43.3	54.6	33.5	49.5
Liquor stores	14.4	22.9	13.8	19.5
Jewelry stores	88.1	(D)	85.9	92.1
Book, stationery stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business note included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF CORPUS CHRISTI, THE ENTIRE CITY, AND THE CORPUS CHRISTI STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	1.9	3.8	22.7	20.5	23.3	22.0
Eating, drinking places	5.6	5.2	7.0	6.8	7.1	7.4
Eating places	5.3	4.8	5.5	5.0	5.5	5.5
Drinking places	0.3	0.4	1.5	1.8	1.6	1.9
General merchandise group	25.4	22.9	12.8	13.2	11.7	11.9
Variety stores	3.5	3.5	2.0	1.9	1.9	1.9
General merchandise stores (except variety)	21.9	19.4	10.8	11.3	9.8	10.0
Apparel, accessories stores	11.5	14.2	5.3	7.7	5.1	7.3
Shoe stores	2.9	3.3	1.2	(D)	(D)	1.4
Men's, boys' clothing and furnishings stores[1]	2.1	2.7	0.9	(D)	(D)	1.3
Family clothing stores[1]	0.4	1.0	0.3	0.9	0.5	1.3
Women's clothing, specialty stores	5.7	6.7	2.6	(D)	2.3	3.0
Ready-to-wear stores[1]	4.8	6.6	2.3	(D)	(D)	3.0
All other apparel stores	0.4	0.5	0.3	(D)	0.2	(D)
Furniture, home furnishings, appliance dealers	2.9	4.8	4.6	6.9	4.2	6.1
Furniture, home furnishings stores, antique stores[1]	(D)	2.6	(D)	5.0	3.1	4.4
Household appliance, radio, TV stores	(D)	2.2	1.2	1.8	1.1	1.6
Automotive group	39.9	33.8	21.0	21.6	20.0	20.4
Gasoline service stations	2.1	0.7	6.7	3.6	7.2	4.2
Lumber, building materials, hardware, farm equipment dealers	0.5	0.9	9.8	6.9	10.5	8.3
Hardware stores	(D)	(D)	1.0	1.4	1.1	1.5
Other	(D)	(D)	8.8	5.5	9.4	6.8
Drug stores, proprietary stores	1.3	2.6	3.1	3.6	3.0	3.6
Other retail stores[2]	8.9	11.1	7.0	9.2	7.9	8.8
Liquor stores	0.9	1.1	2.1	2.1	1.9	2.1
Jewelry stores	4.3	7.0	1.7	(D)	1.5	3.0
Book, stationery stores	(D)	(D)	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

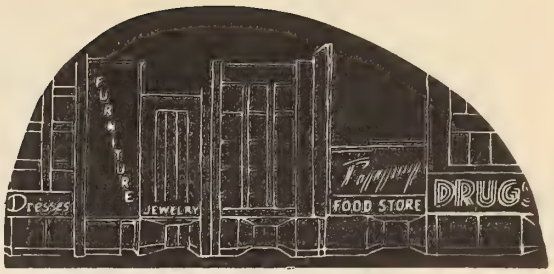
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CENTRAL BUSINESS DISTRICT STATISTICS



Richmond, Virginia

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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Central Business District Statistics Bulletin CBD-7--Richmond, Va.
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For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Commerce
Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

lepartments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Richmond, Virginia

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RICHMOND, VIRGINIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



SCALE
800 0 800 FT.

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY
- STANDARD METROPOLITAN AREA
- N-1 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF RICHMOND

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	695	144,418	23,616	791	140,917	21,076
Food stores	131	10,136	668	144	8,161	460
Eating, drinking places	159	8,666	1,671	190	8,602	1,546
Eating places	151	8,373	1,637	171	8,083	1,511
Drinking places	8	293	34	19	519	35
General merchandise group	13	62,865	12,024	13	56,272	10,844
Department stores	3	(D)	(D)	3	(D)	(D)
Variety stores	4	5,381	967	5	5,224	872
General merchandise stores, n.e.c.	5	(D)	(D)	5	(D)	(D)
Apparel, accessories stores	114	19,725	3,262	113	19,936	2,569
Shoe stores	28	2,988	414	20	3,479	420
Men's, boys' clothing and furnishings stores[3]	25	4,217	761	27	3,096	313
Family clothing stores[3]	13	3,181	585	20	6,652	925
Women's clothing, specialty stores	38	8,382	1,304	28	5,444	693
Ready-to-wear stores[3]	26	7,396	1,146	21	5,185	659
All other apparel stores	10	957	198	18	1,265	218
Furniture, home furnishings, appliance dealers	61	8,574	1,544	81	10 825	1,570
Furniture stores[3]	30	5,905	1,036	30	7,329	1,128
Other home furnishings stores[3]	18	1,133	243	38	1,592	200
Household appliance, radio, TV stores	11	1,530	265	11	1,872	242
Automotive group	8	(D)	(D)	3	(D)	179
Gasoline service stations	41	2,166	321	48	(D)	176
Lumber, building materials, hardware, farm equip. dealers.	14	4,264	540	25	4,049	417
Hardware stores	5	336	50	9	763	90
Other	9	3,928	490	16	3,286	327
Drug stores, proprietary stores	12	(D)	(D)	17	4,251	585
Other retail stores[4]	142	20,890	2,632	157	25,709	2,730
Liquor stores	4	(D)	(D)	5	(D)	(D)
Jewelry stores	30	3,031	573	24	2,887	459
Book, stationery stores	7	778	174	11	1,324	241
Sporting goods, bicycle stores	5	673	93	6	(D)	(D)
Florists	10	1,054	271	10	1,049	241
Music stores	9	1,311	275	13	1,281	200
Camera, photographic supply stores	2	(D)	(D)	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	15	4,397	1,591	16	(D)	(D)
Motion picture theaters	8	1,552	315	11	1,842	394

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF RICHMOND

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,447	376,140	48,449	2,483	311,593	37,145
Food stores	678	80,440	5,515	725	57,785	3,298
Eating, drinking places	461	22,257	3,801	543	20,413	3,207
Eating places	429	21,154	3,680	434	17,476	2,994
Drinking places	32	1,103	121	109	2,937	213
General merchandise group	69	78,172	14,305	61	67,256	12,341
Department stores	5	68,865	12,792	5	58,267	11,026
Variety stores	34	7,966	1,368	35	6,923	1,102
General merchandise stores, n.e.c.	30	1,341	145	21	2,066	213
Apparel, accessories stores	199	24,990	3,962	179	24,071	3.015
Shoe stores	53	4,315	573	36	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	39	5,642	950	45	4,636	449
Family clothing stores[3]	28	(D)	(D)	34	(D)	(D)
Women's clothing, specialty stores	54	(D)	(D)	40	(D)	(D)
Ready-to-wear stores[3]	38	8,286	1,264	31	5,790	714
All other apparel stores	19	1,230	234	25	1,588	262
Furniture, home furnishings, appliance dealers	143	17,345	3,013	131	18,608	3,092
Furniture stores[3]	64	11,157	1,811	53	(D)	2,179
Other home furnishings stores[3]	30	(D)	382	42	1,735	308
Household appliance, radio, TV stores	33	(D)	820	36	3,882	605
Automotive group	93	55,156	6,204	101	42,238	3,711
Passenger car dealers (franchised & nonfranchised)	56	48,085	(D)	71	(D)	(D)
Tire, battery, accessory dealers	29	4,920	(D)	21	(D)	(D)
Other automotive dealers	8	2,151	(D)	9	1,340	218
Gasoline service stations	302	20,851	2,231	283	12,604	1,229
Lumber, building materials, hardware, farm equip. dealers	82	16,972	2,366	81	10,815	1,487
Hardware stores	49	(D)	(D)	45	3,770	392
Other	33	(D)	(D)	36	7,045	1,095
Drug stores, proprietary stores	95	12,621	1,970	96	12,255	1,605
Other retail stores[4]	325	47,336	5,082	283	45,548	4,160
Liquor stores	16	14,898	372	12	14,681	226
Jewelry stores	39	3,412	620	32	3,355	530
Book, stationery stores	12	1 083	213	16	1,695	270
Sporting goods, bicycle stores	16	988	126	8	748	98
Florists	23	1,603	(D)	15	1,354	280
Music stores	17	1,559	281	20	1,398	213
Camera, photographic supply stores	5	613	66	7	454	75
SELECTED SERVICE TRADES						
Hotels	19	(D)	(D)	17	(D)	(D)
Motion picture theaters	23	2,777	595	26	3,023	689

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 196 such establishments with sales of $11,562,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
RICHMOND STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,886	409,765	51,527	2,947	329,108	38,358
Food stores	804	91,390	6,264	914	65,178	3.633
Eating, drinking places	542	25,507	4,345	643	22,532	3,441
Eating places	506	24,283	4,217	523	19,359	3,220
Drinking places	36	1,224	128	120	3,173	220
General merchandise group	106	79,797	14,388	79	68,011	12,391
Department stores	5	68,865	12,792	5	58,267	11,026
Variety stores	40	8,157	1,385	39	6,994	1,112
General merchandise stores, n.e.c	59	2,711	211	35	2,750	253
Apparel, accessories stores	203	25,392	4,023	182	24,075	3,016
Shoe stores	53	4,315	573	37	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	39	5,642	950	45	4,636	449
Family clothing stores[3]	31	(D)	816	35	7,649	1,087
Women's clothing, specialty stores	55	9,460	1,450	41	(D)	(D)
Ready-to-wear stores[3]	39	(D)	(D)	31	5,790	714
All other apparel stores	19	1,230	(D)	25	1,588	262
Furniture, home furnishings, appliance dealers	168	18,889	3,145	142	19,037	3,153
Furniture stores[3]	68	11,903	1,847	54	13,035	2,197
Other home furnishings stores[3]	35	1,859	405	45	1,817	318
Household appliance, radio, TV stores	45	4,839	893	43	4,185	638
Automotive group	115	60,854	6,663	118	44,645	3.940
Passenger car dealers (franchised & nonfranchised)	69	53,344	5,573	83	40,239	3,324
Tire, battery, accessory dealers	32	5,042	843	22	2,504	337
Other automotive dealers	12	2,452	247	13	1,902	279
Gasoline service stations	393	26,019	2,649	378	15,371	1,384
Lumber, building materials, hardware, farm equip. dealers	104	19,262	2,656	94	11,458	1,523
Hardware stores	60	4,941	591	55	4,192	411
Other	44	14,321	2 065	39	7,266	1,112
Drug stores, proprietary stores	107	(D)	(D)	105	12,963	1,682
Other retail stores[4]	344	(D)	(D)	292	45,838	4,195
Liquor stores	16	14,898	372	12	14,681	226
Jewelry stores	39	3,412	620	32	3,355	530
Book, stationery stores	12	1,083	213	16	1,695	270
Sporting goods, bicycle stores	16	1,012	132	8	748	98
Florists	26	1,652	368	15	1,354	280
Music stores	17	1,559	281	20	1,398	213
Camera, photographic supply stores	5	613	66	7	454	75
SELECTED SERVICE TRADES						
Hotels	20	5,035	1,808	18	5,123	1,974
Motion picture theaters	30	3,334	711	31	3,232	[5]741

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 226 such establishments with sales of $12,086,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Revised.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF RICHMOND, THE ENTIRE CITY, AND THE RICHMOND STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	2.5	20.7	35.8	24.5	41.0
Food stores	24.2	39.2	41.7	40.2	42.5
Eating, drinking places	0.7	9.0	15.1	13.2	20.9
Eating places	3.6	21.0	36.1	25.4	41.1
Drinking places	-43.6	-62.4	-66.5	-61.4	-64.9
General merchandise group	11.7	16.2	39.4	17.3	44.2
Department stores	(D)	18.2	(D)	18.2	(D)
Variety stores	3.0	15.1	52.1	16.6	56.8
General merchandise stores, n.e.c.	(D)	-35.1	(D)	-1.4	(D)
Apparel, accessories stores	-1.1	3.8	27.3	5.5	36.9
Shoe stores	-14.1	(D)	(D)	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	36.2	21.7	-7.5	21.7	-7.5
Family clothing stores[3]	-52.2	(D)	(D)	(D)	(D)
Women's clothing, specialty stores	54.0	(D)	(D)	(D)	(D)
Ready-to-wear stores[3]	42.6	43.1	47.1	(D)	(D)
All other apparel stores	-24.4	-22.5	-15.5	-22.5	-15.5
Furniture, home furnishings, appliance dealers	-20.8	-6.8	12.7	-0.8	25.6
Furniture stores[3]	-19.4	(D)	(D)	-8.7	5.1
Other home furnishings stores[3]	-28.8	(D)	(D)	2.3	222.7
Household appliance, radio, TV stores	-18.3	(D)	(D)	15.6	43.1
Automotive group	(D)	30.6	(D)	36.3	(D)
Gasoline service stations	(D)	65.4	(D)	69.3	(D)
Lumber, building materials, hardware, farm equip. dealers	5.3	56.9	87.8	68.1	102.4
Hardware stores	-56.0	(D)	(D)	17.9	34.3
Other	19.5	(D)	(D)	97.1	161.1
Drug stores, proprietary stores	(D)	3.0	(D)	(D)	(D)
Other retail stores[4]	-18.8	3.9	33.3	(D)	(D)
Liquor stores	(D)	1.5	(D)	1.5	(D)
Jewelry stores	5.0	1.7	-18.6	1.7	-18.6
Book, stationery stores	-41.2	-36.1	-17.8	-36.1	-17.8
Sporting goods, bicycle stores	(D)	32.1	(D)	35.3	(D)
Florists	0.5	18.4	80.0	22.0	96.1
Music stores	2.3	11.5	112.0	11.5	112.0
Camera, photographic supply stores	(D)	35.0	(D)	35.0	(D)
SELECTED SERVICE TRADES					
Hotels	(D)	(D)	(D)	-1.7	(D)
Motion picture theaters	-15.7	-8.1	3.7	3.2	28.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF RICHMOND AND OF RICHMOND STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	38.4	45.2	35.2	42.8
Food stores	12.6	14.1	11.1	12.5
Eating, drinking places	38.9	42.1	34.0	38.2
Eating places	40.0	46.3	34.5	41.8
Drinking places	26.6	17.7	23.9	16.4
General merchandise group	80.4	83.7	78.8	82.7
Department stores	(D)	(D)	(D)	(D)
Variety stores	67.5	75.5	66.0	74.7
General merchandise stores, n.e.c.	(D)	(D)	(D)	(D)
Apparel, accessories stores	78.9	82.8	77.7	82.8
Shoe stores	69.2	(D)	69.2	(D)
Men's, boys' clothing and furnishings stores[2]	74.7	66.3	74.7	66.3
Family clothing stores[2]	(D)	(D)	(D)	87.0
Women's clothing, specialty stores	(D)	(D)	88.6	(D)
Ready-to-wear stores[2]	89.3	89.6	(D)	89.6
All other apparel stores	77.8	79.7	77.8	79.7
Furniture, home furnishings, appliance dealers	49.4	58.2	45.4	56.9
Furniture stores[2]	52.9	(D)	49.6	56.2
Other home furnishings stores[2]	(D)	91.8	60.9	87.6
Household appliance, radio, TV stores	(D)	48.2	31.6	44.7
Automotive group	(D)	(D)	(D)	(D)
Gasoline service stations	10.4	(D)	8.6	(D)
Lumber, building materials, hardware, farm equip. dealers	25.1	37.4	22.1	35.3
Hardware stores	(D)	20.2	6.8	18.2
Other	(D)	46.6	27.4	45.2
Drug stores, proprietary stores	(D)	34.7	(D)	32.8
Other retail stores[3]	44.1	56.4	(D)	56.1
Liquor stores	(D)	(D)	(D)	(D)
Jewelry stores	88.8	86.1	88.8	86.1
Book, stationery stores	71.8	78.1	71.8	78.1
Sporting goods, bicycle stores	68.1	(D)	66.5	(D)
Florists	65.8	77.5	63.8	77.5
Music stores	84.1	91.6	84.1	91.6
Camera, photographic supply stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS CENTRAL BUSINESS DISTRICT OF RICHMOND, THE ENTIRE CITY, AND THE RICHMOND STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	7.0	5.8	21.4	18.5	22.3	19.8
Eating, drinking places	6.0	6.1	5.9	6.6	6.2	6.8
Eating places	5.8	5.7	5.6	5.7	5.9	5.9
Drinking places	0.2	0.4	0.3	0.9	0.3	1.0
General merchandise group	43.6	40.0	20.8	21.6	19.5	20.7
Department stores	(D)	(D)	18.3	18.7	16.8	17.7
Variety stores	3.8	3.7	2.1	2.2	2.0	2.1
General merchandise stores, n.e.c.	(D)	(D)	0.4	0.7	0.7	0.8
Apparel, accessories stores	13.7	14.1	6.6	7.7	6.2	7.3
Shoe stores	2.1	2.5	1.1	(D)	1.1	(D)
Men's, boys' clothing and furnishings stores[1]	2.9	2.2	1.5	1.5	1.4	1.4
Family clothing stores[1]	2.2	4.7	(D)	(D)	(D)	2.3
Women's clothing, specialty stores	5.8	3.9	(D)	(D)	2.3	(D)
Ready-to-wear stores[1]	5.1	3.7	2.2	1.9	(D)	1.8
All other apparel stores	0.7	0.9	0.3	0.5	0.3	0.5
Furniture, home furnishings, appliance dealers	5.9	7.7	4.6	6.0	4.6	5.8
Furniture stores[1]	4.1	5.3	3.0	4.2	2.9	4.0
Other home furnishings stores[1]	0.8	1.1	(D)	0.6	0.5	0.5
Household appliance, radio, TV stores	1.1	1.3	(D)	1.2	1.2	1.3
Automotive group	(D)	(D)	14.7	13.6	14.9	13.6
Gasoline service stations	1.5	(D)	5.5	4.0	6.3	4.7
Lumber, building materials, hardware, farm equipment dealers	2.9	2.9	4.5	3.5	4.7	3.5
Hardware stores	0.2	0.5	(D)	1.2	1.2	1.3
Other	2.7	2.4	(D)	2.3	3.5	2.2
Drug stores, proprietary stores	(D)	3.0	3.4	3.9	(D)	3.9
Other retail stores[2]	14.5	18.2	12.6	14.6	(D)	13.9
Liquor stores	(D)	(D)	4.0	4.7	3.6	4.5
Jewelry stores	2.1	2.0	0.9	1.1	0.8	1.0
Book, stationery stores	0.5	0.9	0.3	0.5	0.2	0.5
Sporting goods, bicycle stores	0.5	(D)	0.3	0.2	0.2	0.2
Florists	0.7	0.7	0.4	0.4	0.4	0.4
Music stores	0.9	0.9	0.4	0.4	0.4	0.4
Camera, photographic supply stores	(D)	(D)	0.2	0.1	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Washington, D.C.

1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Washington, D.C.

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WASHINGTON, D. C.

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

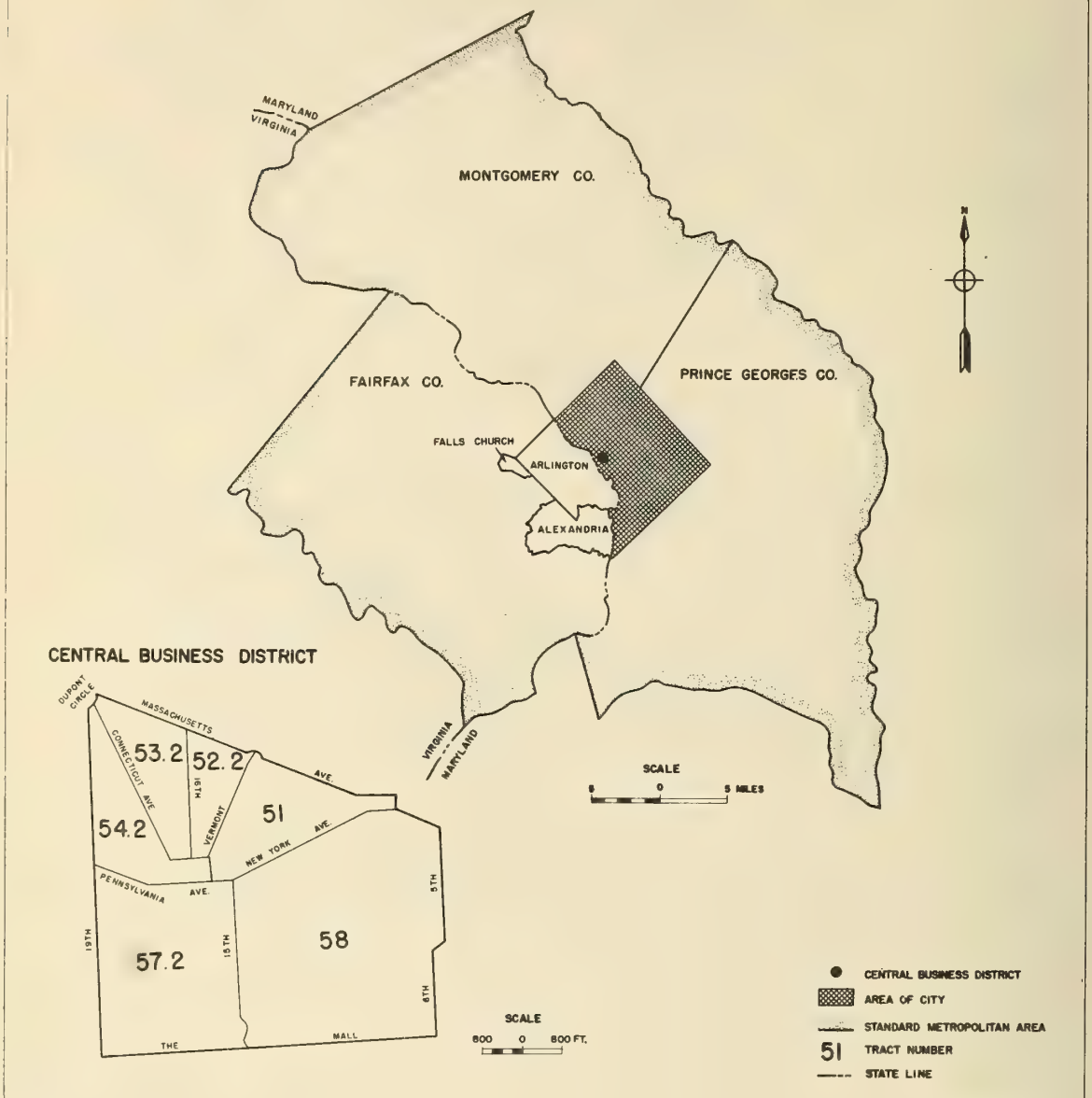


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF WASHINGTON, D. C.

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,380	413,072	74,973	1,439	421,433	72,464
Food stores	81	9,693	1,085	126	11,010	1,047
Eating, drinking places	361	44,270	12,194	326	39,221	10,588
Eating places	331	42,014	11,663	309	38,048	10,304
Drinking places	30	2,256	531	17	1,173	284
General merchandise group	36	134,541	28,478	37	149,961	27,691
Department stores	6	120,958	26,012	7	136,841	25,602
Variety stores	13	10,056	1,809	13	11,045	1,790
General merchandise stores, n.e.c	17	3,527	657	17	2,075	299
Apparel, accessories stores	314	74,026	12,647	340	88,713	13,971
Shoe stores	81	14,580	2,164	61	13,666	1,743
Men's, boys' clothing and furnishings stores[3]	69	14,641	2,442	77	16,500	2,767
Family clothing stores[3]	13	10,136	2,032	20	16,091	2,471
Women's clothing, specialty stores	112	29,344	5,186	120	33,556	5,572
Ready-to-wear stores[3]	71	24,587	4,495	72	30,990	5,246
All other apparel stores	33	4,579	823	55	8,708	1,418
Furniture, home furnishings, appliance dealers	88	32,612	4,359	85	28,013	4,219
Furniture stores[3]	25	14,534	2,549	20	12,600	1,992
Other home furnishings stores[3]	23	3,582	662	32	5,962	975
Household appliance, radio, TV stores	37	14,480	1,148	25	9,367	1,252
Automotive group	10	19,279	2,051	20	21,894	2,855
Passenger car dealers (franchised & nonfranchised)	8	(D)	(D)	13	20,128	2,598
Tire, battery, accessory dealers	2	(D)	(D)	6	(D)	(D)
Other automotive dealers	...	...	...	1	(D)	(D)
Gasoline service stations	20	2,960	428	18	1,717	267
Lumber, building materials, hardware, farm equip. dealers	16	4,509	564	14	2,792	551
Hardware stores	4	252	34	6	564	121
Other	12	4,257	530	8	2,228	430
Drug stores, proprietary stores	64	17,827	3,108	61	16,132	2,654
Other retail stores.[4]	390	73,355	10,059	412	61,980	8,621
Liquor stores	37	12,726	630	46	10,250	482
Jewelry stores	91	11,675	2,207	87	13,255	2,194
Book, stationery stores	34	7,090	875	27	4,601	861
Sporting goods, bicycle stores	8	1,298	226	10	2,579	322
Florists	24	2,237	562	29	2,573	522
Music stores	9	4,374	672	13	3,719	586
Camera, photographic supply stores	18	3,170	376	12	1,872	288
SELECTED SERVICE TRADES						
Hotels	58	33,209	11,677	57	29,294	9,749
Motion picture theaters	13	5,780	1,016	16	5,361	1,114

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF WASHINGTON, D. C.

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	6,393	1,187,005	166,827	6,910	1,091,309	144,492
Food stores	1,484	224,737	16,792	1,906	209,454	13,174
Eating, drinking places	1,358	111,139	30,472	1,333	99,972	24,999
Eating places	1,148	99,046	28,142	1,200	93,070	23,481
Drinking places	206	12,025	2,330	133	6,902	1,518
General merchandise group	197	180,092	35,253	168	184,651	32,737
Department stores	12	151,594	30,636	11	156,758	28,407
Variety stores	118	22,282	3,746	98	22,009	3,581
General merchandise stores, n.e.c	67	6,216	871	59	5,884	749
Apparel, accessories stores	666	104,843	16,317	778	119,453	17,413
Shoe stores	134	20,086	2,933	117	19,176	2,435
Men's, boys' clothing and furnishings stores[3]	134	19,458	3,063	169	22,167	3,327
Family clothing stores[3]	37	13,592	2,496	64	20,290	2,894
Women's clothing, specialty stores	255	43,255	6,735	322	47,179	7,144
Ready-to-wear stores[3]	164	37,072	5,923	231	42,822	6,564
All other apparel stores	72	6,722	1,090	106	10,641	1,613
Furniture, home furnishings, appliance dealers	330	65,290	9,449	327	53,687	7,859
Furniture stores[3]	75	25,812	4,533	76	21,557	3,243
Other home furnishings stores[3]	91	11,419	2,187	131	10,959	1,994
Household appliance, radio, TV stores	112	27,029	2,724	120	21,171	2,622
Automotive group	206	177,826	19,937	224	141,621	15,607
Passenger car dealers (franchised & nonfranchised)	149	164,972	18,061	177	131,584	14,292
Tire, battery, accessory dealers	46	11,404	1,681	34	8,340	1,047
Other automotive dealers	11	1,450	195	13	1,697	268
Gasoline service stations	422	55,627	6,793	427	36,125	4,747
Lumber, building materials, hardware, farm equip. dealers	171	34,679	5,088	179	33,937	4,276
Hardware stores	94	6,249	823	104	8,875	1,005
Other	77	28,430	4,265	75	25,062	3,271
Drug stores, proprietary stores	325	56,525	9,038	326	52,565	7,995
Other retail stores[4]	1,234	176,247	17,688	1,242	159,844	15,685
Liquor stores	328	82,972	4,172	333	69,067	3,129
Jewelry stores	134	13,700	2,502	124	15,355	2,481
Book, stationery stores	56	9,041	1,144	55	7,196	1,225
Sporting goods, bicycle stores	37	2,723	357	25	3,396	398
Florists	89	4,882	963	95	4,652	838
Music stores	30	5,786	843	33	4,945	709
Camera, photographic supply stores	26	3,742	406	19	2,466	381
SELECTED SERVICE TRADES						
Hotels	99	52,449	18,633	100	40,931	13,365
Motion picture theaters	60	11,219	2,564	66	12,469	2,496

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 341 such establishments with sales of $25,445,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
WASHINGTON, D. C. STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	10,494	1,981,956	251,275	9,883	1,459,570	181,422
Food stores	2,330	466,946	34,192	2,689	316,929	19,643
Eating, drinking places	2,026	162,458	41,192	1,855	127,417	30,260
Eating places	1,644	140,129	37,305	1,585	115,293	28,065
Drinking places	374	22,185	3,887	270	12,124	2,195
General merchandise group	363	260,142	44,880	295	212,739	36,212
Department stores	24	210,705	37,325	18	171,355	30,256
Variety stores	197	37,779	6,258	153	29,546	4,683
General merchandise stores, n.e.c.	136	11,542	1,297	124	11,838	1,273
Apparel, accessories stores	1,010	142,594	20,941	987	134,408	18,831
Shoe stores	211	27,927	4,049	145	21,527	2,685
Men's, boys' clothing and furnishings stores[3]	184	24,398	3,603	215	25,404	3,603
Family clothing stores[3]	62	16,338	2,894	87	21,691	3,000
Women's clothing, specialty stores	369	61,231	8,932	407	(D)	(D)
Ready-to-wear stores[3]	250	53,400	7,940	297	48,940	7,172
All other apparel stores	132	10,318	1,463	133	(D)	(D)
Furniture, home furnishings, appliance dealers	543	87,532	12,804	485	67,941	9,598
Furniture stores[3]	116	33,905	5,911	98	24,563	3,688
Other home furnishings stores[3]	136	14,924	2,857	168	12,366	2,227
Household appliance, radio, TV stores	215	37,231	4,036	219	31,012	3,683
Automotive group	425	328,591	35,500	411	220,241	23,818
Passenger car dealers (franchised & nonfranchised)	302	307,491	32,342	329	205,912	22,116
Tire, battery, accessory dealers	92	17,448	2,494	57	10,947	1,308
Other automotive dealers	29	3,640	664	25	3,382	394
Gasoline service stations	1,025	116,354	13,028	830	59,970	7,112
Lumber, building materials, hardware, farm equip. dealers	431	94,517	11,764	323	62,472	7,578
Hardware stores	221	21,780	2,832	186	16,275	1,720
Other	210	72,737	8,932	137	46,197	5,858
Drug stores, proprietary stores	485	93,594	14,527	446	68,967	10,405
Other retail stores[4]	1,856	229,228	22,447	1,562	188,486	17,965
Liquor stores	406	101,716	4,930	392	78,774	3,413
Jewelry stores	198	17,379	3,093	152	16,797	2,680
Book, stationery stores	78	10,904	1,384	71	7,860	1,296
Sporting goods, bicycle stores	79	4,216	523	42	3,940	441
Florists	141	6,662	1,288	127	5,733	995
Music stores	40	7,114	965	36	5,002	717
Camera, photographic supply stores	38	4,631	529	28	2,865	404
SELECTED SERVICE TRADES						
Hotels	113	53,405	18,980	113	41,840	13,745
Motion picture theaters	106	14,822	3,429	106	15,991	3,525[5]

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 628 such establishments with sales of $41,885,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Revised.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF WASHINGTON, THE ENTIRE CITY, AND THE WASHINGTON STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-2.0	8.8	15.5	35.8	51.1
Food stores	-12.0	7.3	8.4	47.3	49.5
Eating, drinking places	12.9	11.2	10.1	27.5	34.0
Eating places	10.4	6.4	3.7	21.5	27.0
Drinking places	92.3	74.2	70.5	83.0	82.0
General merchandise group	-10.3	-2.5	31.3	22.3	100.1
Department stores	-11.6	-3.3	53.8	23.0	160.1
Variety stores	-9.0	1.2	11.5	27.9	49.8
General merchandise stores, n.e.c.	70.0	5.6	-29.4	-2.5	-17.9
Apparel, accessories stores	-16.6	-12.2	0.3	6.1	50.1
Shoe stores	6.7	4.7	-0.1	29.7	69.8
Men's, boys' clothing and furnishings stores[3]	-11.3	-12.2	-16.7	-4.0	9.6
Family clothing stores[3]	-37.0	-33.0	-17.7	-24.7	10.8
Women's clothing, specialty stores	-12.6	-8.3	2.1	(D)	(D)
Ready-to-wear stores[3]	-20.7	-13.4	5.5	9.1	60.5
All other apparel stores	-47.4	-36.8	10.9	(D)	(D)
Furniture, home furnishings, appliance dealers	16.4	21.6	27.3	28.8	37.5
Furniture stores[3]	15.3	19.7	25.9	28.0	61.9
Other home furnishings stores[3]	-39.9	4.2	56.8	20.7	77.1
Household appliance, radio, TV stores	54.6	27.7	6.3	20.1	5.1
Automotive group	-12.0	25.6	32.4	49.2	55.9
Passenger car dealers (franchised and nonfranchised)	(D)	25.4	(D)	49.3	(D)
Tire, battery, accessory dealers	(D)	36.7	(D)	59.4	(D)
Other automotive dealers	(D)	-14.6	(D)	7.6	(D)
Gasoline service stations	72.4	54.0	53.1	94.0	94.7
Lumber, building materials, hardware, farm equip. dealers	62.5	2.2	-3.2	51.3	50.8
Hardware stores	-55.3	-29.6	-27.8	33.8	37.0
Other	92.3	13.4	5.7	57.4	55.7
Drug stores, proprietary stores	10.5	7.5	6.2	35.7	43.4
Other retail stores[4]	18.4	10.3	5.1	21.6	23.2
Liquor stores	24.2	20.1	19.4	29.1	29.9
Jewelry stores	-11.9	-10.8	-3.6	3.5	61.0
Book, stationery stores	54.1	25.6	-24.8	38.7	17.0
Sporting goods, bicycle stores	-49.7	-19.8	74.4	7.0	114.4
Florists	-13.1	4.9	27.2	16.2	40.0
Music stores	17.6	17.0	15.2	42.2	113.6
Camera, photographic supply stores	69.3	51.7	-3.7	61.6	47.1
SELECTED SERVICE TRADES					
Hotels	13.4	28.3	65.3	27.6	61.0
Motion picture theaters	7.8	-10.0	-23.5	-7.3	-14.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WASHINGTON CITY AND OF WASHINGTON STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	34.8	38.6	20.8	28.9
Food stores	4.3	5.3	2.1	3.5
Eating, drinking places	39.8	39.2	27.3	30.8
Eating places	42.4	40.9	30.0	33.0
Drinking places	18.8	17.0	10.2	9.7
General merchandise group	74.7	81.2	51.7	70.5
Department stores	79.8	87.3	57.4	79.9
Variety stores	45.1	50.2	26.6	37.4
General merchandise stores, n.e.c	56.7	35.3	30.6	17.5
Apparel, accessories stores	70.6	74.3	51.9	66.0
Shoe stores	72.6	71.3	52.2	63.5
Men's, boys' clothing and furnishings stores[2]	75.2	74.4	60.0	65.0
Family clothing stores[2]	74.6	79.3	62.0	74.2
Women's clothing, specialty stores	67.8	71.1	47.9	(D)
Ready-to-wear stores[2]	66.3	72.4	46.0	63.3
All other apparel stores	68.1	81.8	44.4	(D)
Furniture, home furnishings, appliance dealers	49.9	52.2	37.3	41.2
Furniture stores[2]	56.3	58.4	42.9	51.3
Other home furnishings stores.[2]	31.4	54.4	24.0	48.2
Household appliance, radio, TV stores	53.6	44.4	38.9	30.2
Automotive group	10.8	15.5	5.9	9.9
Passenger car dealers (franchised and nonfranchised)	(D)	15.3	(D)	8.2
Tire, battery, accessory dealers	(D)	(D)	(D)	(D)
Other automotive dealers	...	(D)	...	(D)
Gasoline service stations	5.3	4.8	2.5	2.9
Lumber, building materials, hardware, farm equip. dealers	13.1	8.2	4.8	4.5
Hardware stores	4.0	6.4	1.2	3.5
Other	15.1	8.9	5.9	4.8
Drug stores, proprietary stores	31.5	30.7	19.0	23.4
Other retail stores.[3]	41.6	38.8	32.0	32.9
Liquor stores	15.3	14.8	12.5	13.0
Jewelry stores	85.2	86.3	67.2	79.9
Book, stationery stores	78.4	63.9	65.0	58.5
Sporting goods, bicycle stores	47.7	75.9	30.8	65.5
Florists	45.8	55.3	33.6	44.9
Music stores	75.6	75.2	61.5	74.4
Camera, photographic supply stores	84.7	75.9	68.5	65.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WASHINGTON, THE ENTIRE CITY, AND THE WASHINGTON STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	2.3	2.6	18.9	19.2	23.6	21.7
Eating, drinking places	10.7	9.3	9.4	9.2	8.2	8.7
Eating places	10.2	9.0	8.3	8.5	7.1	7.9
Drinking places	0.5	0.3	1.1	0.7	1.1	0.8
General merchandise group	32.6	35.6	15.2	16.9	13.1	14.6
Department stores	29.3	32.5	12.8	14.4	10.6	11.8
Variety stores	2.4	2.6	1.9	2.0	1.9	2.0
General merchandise stores, n.e.c	0.9	0.5	0.5	0.5	0.6	0.8
Apparel, accessories stores	17.9	21.1	8.8	10.9	7.2	9.2
Shoe stores	3.5	3.2	1.7	1.8	1.4	1.5
Men's, boys' clothing and furnishings stores[1]	3.5	3.9	1.6	2.0	1.2	1.7
Family clothing stores[1]	2.5	3.8	1.1	1.9	0.8	1.5
Women's clothing, specialty stores	7.1	8.0	3.6	4.2	3.1	(D)
Ready-to-wear stores[1]	6.0	7.4	3.1	3.9	2.7	3.4
All other apparel stores	1.1	2.1	0.6	1.0	0.5	(D)
Furniture, home furnishings, appliance dealers	7.9	6.6	5.5	4.9	4.4	4.7
Furniture stores[1]	3.5	3.0	2.2	2.0	1.7	1.7
Other home furnishings stores[1]	0.9	1.4	1.0	1.0	0.8	0.8
Household appliance, radio, TV stores	3.5	2.2	2.3	1.9	1.9	2.1
Automotive group	4.7	5.2	15.0	13.0	16.6	15.1
Passenger car dealers (franchised and nonfranchised)	(D)	4.8	13.9	12.0	15.5	14.1
Tire, battery, accessory dealers	(D)	(D)	1.0	0.8	0.9	0.8
Other automotive dealers	...	(D)	0.1	0.2	0.2	0.2
Gasoline service stations	0.7	0.4	4.7	3.3	5.9	4.1
Lumber, building materials, hardware, farm equipment dealers	1.1	0.7	2.9	3.1	4.8	4.3
Hardware stores	0.1	0.1	0.5	0.8	1.1	1.1
Other	1.0	0.6	2.4	2.3	3.7	3.2
Drug stores, proprietary stores	4.3	3.8	4.8	4.8	4.7	4.7
Other retail stores.[2]	17.8	14.7	14.8	14.7	11.5	12.9
Liquor stores	3.1	2.4	7.0	6.3	5.1	5.4
Jewelry stores	2.8	3.1	1.2	1.4	0.9	1.2
Book, stationery stores	1.7	1.1	0.8	0.7	0.6	0.5
Sporting goods, bicycle stores	0.3	0.6	0.2	0.3	0.2	0.3
Florists	0.5	0.6	0.4	0.4	0.3	0.4
Music stores	1.1	0.9	0.5	0.5	0.4	0.3
Camera, photographic supply stores	0.8	0.4	0.3	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

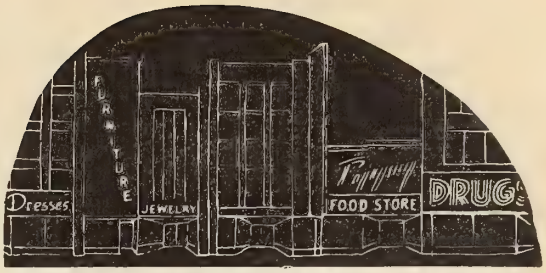
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CENTRAL BUSINESS DISTRICT STATISTICS



Evansville, Indiana

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-9--Evansville, Ind.
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Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

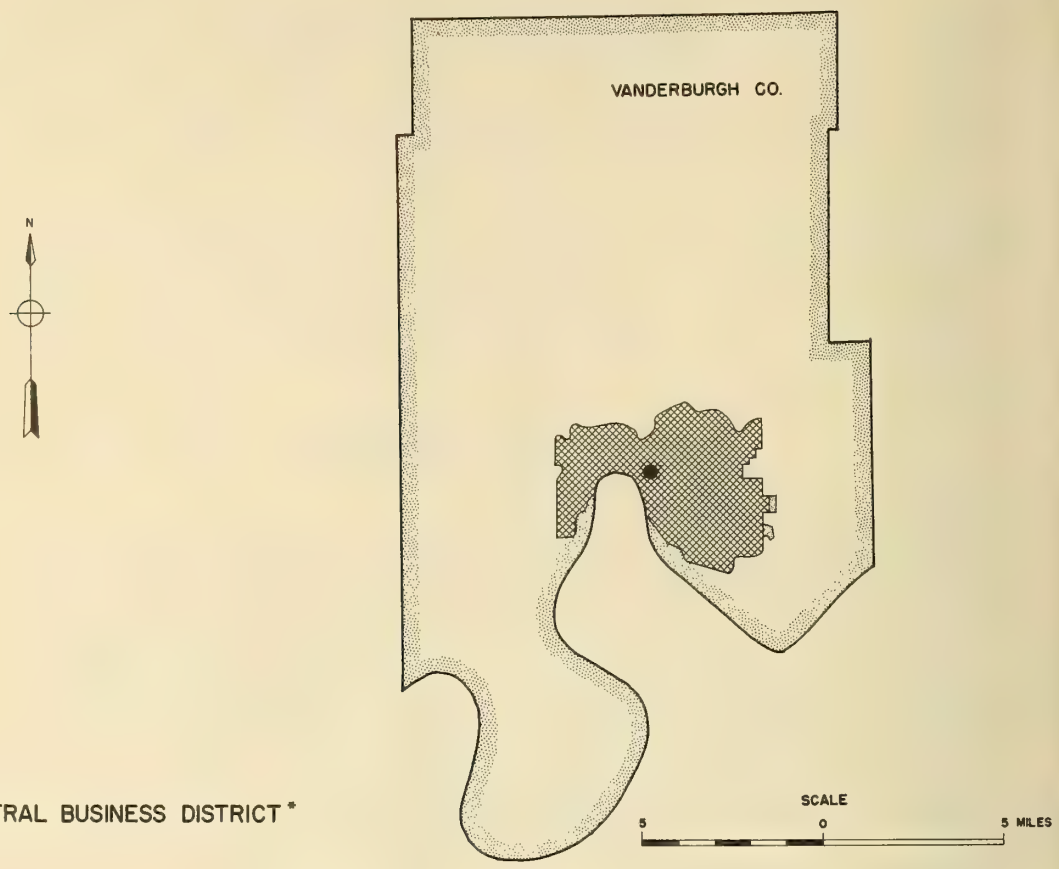
Evansville, Indiana

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EVANSVILLE, INDIANA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA, 1954

*CONSISTS OF TRACT 18

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF EVANSVILLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	328	81,085	12,254	378	73,526	9,758
Food stores	21	3,122	338	29	2,808	270
Eating, drinking places	84	4,193	918	95	4,038	795
Eating places	55	2,730	667	63	2,422	491
Drinking places	29	1,463	251	32	1,616	304
General merchandise group	12	20,008	3,391	11	18,059	2,551
Variety stores	4	3,408	590	4	3,411	483
General merchandise stores (except variety)	8	16,600	2,801	7	14,648	2,068
Apparel, accessories stores	76	16,836	2,860	72	18,027	2.164
Shoe stores	20	3,123	435	20	2,378	278
Men's, boys' clothing and furnishings stores[3]	16	3,148	515	13	3,148	398
Family clothing stores[3]	6	1,978	305	8	2,831	425
Women's clothing, specialty stores	27	6,902	1,313	26	8,887	885
Ready-to-wear stores[3]	15	6,791	1,299	15	8,472	849
All other apparel stores	6	1,164	223	5	836	181
Furniture, home furnishings, appliance dealers	28	6,842	1,367	18	4,069	549
Furniture, home furnishings stores, antique stores[3]	13	5,139	1,122	11	3,017	425
Household appliance, radio, TV stores	15	1,703	245	7	1,052	124
Automotive group	19	20,374	1,765	27	14,968	1,669
Gasoline service stations	11	478	61	16	863	104
Lumber, building materials, hardware, farm equip. dealers	6	405	47	16	1,391	256
Hardware stores	2	(D)	(D)	3	121	10
Other	4	(D)	(D)	13	1,270	246
Drug stores, proprietary stores	9	2,127	332	15	2,787	420
Other retail stores[4]	62	6,700	1,175	79	6,516	980
Liquor stores	6	322	22	7	202	12
Jewelry stores	10	1,702	304	15	1,414	142
Book, stationery stores	1	(D)	(D)	4	1,466	372
SELECTED SERVICE TRADES						
Hotels	7	(D)	(D)	12	(D)	(D)
Motion picture theaters	6	969	255	4	953	195

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF EVANSVILLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,396	175,680	(D)	1,384	136,200	15,528
Food stores	326	42,287	2,783	382	28,924	1,634
Eating, drinking places	351	14,767	2,498	346	11,432	1,849
Eating places	199	7,821	1,634	200	5,442	965
Drinking places	152	6,946	864	146	5,990	884
General merchandise group	27	20,926	3,500	31	19,551	2,673
Variety stores	11	(D)	(D)	14	(D)	(D)
General merchandise stores (except variety)	14	(D)	(D)	17	(D)	(D)
Apparel, accessories stores	104	19,349	3,159	89	18,815	2,224
Shoe stores	25	3,747	541	22	2,455	291
Men's, boys' clothing and furnishings stores[3]	26	3,912	577	16	3,282	406
Family clothing stores[3]	9	(D)	(D)	11	3,132	446
Women's clothing, specialty stores	35	8,039	1,462	31	9,038	894
Ready-to-wear stores[3]	19	7,213	1,350	20	8,662	861
All other apparel stores	9	(D)	(D)	7	898	187
Furniture, home furnishings, appliance dealers	81	(D)	(D)	43	(D)	(D)
Furniture, home furnishings stores, antique stores[3]	44	(D)	(D)	23	(D)	(D)
Household appliance, radio, TV stores	37	3,796	495	19	1,742	184
Automotive group	68	(D)	(D)	57	21,915	2,278
Gasoline service stations	143	13,126	1,249	117	5,691	511
Lumber, building materials, hardware, farm equip. dealers	70	6,928	996	60	6,336	978
Hardware stores	27	(D)	(D)	22	1,167	113
Other	43	(D)	(D)	38	5,169	865
Drug stores, proprietary stores	57	7,153	1,077	62	(D)	(D)
Other retail stores[4]	169	11,929	1,760	197	11,536	1,613
Liquor stores	35	1,372	59	47	1,364	48
Jewelry stores	18	1,829	320	20	1,531	161
Book, stationery stores	1	(D)	(D)	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	8	2,065	787	14	2,456	723
Motion picture theaters	14	1,436	372	12	1,341	278

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 70 such establishments with sales of $3,902,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
EVANSVILLE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1 000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,451	179,646	22,210	1,578	146,841	16,532
Food stores	336	43,057	2,834	435	30,784	1,692
Eating, drinking places	369	15,871	2,700	392	12,812	2,014
Eating places	213	8,796	1,822	233	6,387	1,097
Drinking places	156	7,075	878	159	6,425	917
General merchandise group	33	21,376	3,518	41	19,930	2,690
Variety stores	11	(D)	(D)	16	3,890	520
General merchandise stores (except variety)	20	(D)	(D)	25	16,040	2,170
Apparel, accessories stores	104	19,349	3,159	89	18,815	2,225
Shoe stores	25	3,747	541	22	2,455	292
Men's, boys' clothing and furnishings stores[3]	26	3,912	577	16	3,282	406
Family clothing stores[3]	9	(D)	(D)	11	3,132	446
Women's clothing, specialty stores	35	8,039	1,462	31	9,038	894
Ready-to-wear stores[3]	19	7,213	1,350	20	8,662	861
All other apparel stores	9	(D)	(D)	7	898	187
Furniture, home furnishings, appliance dealers	82	12,159	2,242	45	8,521	1,289
Furniture, home furnishings stores, antique stores[3]	45	8,363	1,747	24	6,761	1,105
Household appliance, radio, TV stores	37	3,796	495	19	1,742	184
Automotive group	70	27,435	2,523	69	23,112	2,320
Gasoline service stations	151	13,595	1,305	146	6,657	573
Lumber, building materials, hardware, farm equip. dealers	74	7,541	1,055	86	8,015	1,185
Hardware stores	29	1,591	194	31	1,312	117
Other	45	5,950	861	55	6,703	1,068
Drug stores, proprietary stores	57	7,153	1,077	63	5,905	890
Other retail stores[4]	175	12,110	1,797	212	12,290	1,654
Liquor stores	35	1,372	59	47	1,364	48
Jewelry stores	18	1,829	320	20	1,531	161
Book, stationery stores	1	(D)	(D)	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	8	2,065	787	14	2,456	723
Motion picture theaters	17	1,740	468	15	1,626	345

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 73 such establishments with sales of $3,947,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF EVANSVILLE, THE ENTIRE CITY, AND THE EVANSVILLE STANDARD METROPOLITAN AREA

Kind of business	Percent change [1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total [2]	10.3	29.0	50.9	22.3	34.4
Food stores	11.2	46.2	50.0	39.9	42.7
Eating, drinking places	3.8	29.2	43.0	23.9	33.1
Eating places	12.7	43.7	68.6	37.7	53.0
Drinking places	-9.5	16.0	25.4	10.1	16.7
General merchandise group	10.8	7.0	-38.5	7.3	-26.9
Variety stores	-0.1	(D)	(D)	(D)	(D)
General merchandise stores (except variety)	13.3	(D)	(D)	(D)	(D)
Apparel, accessories stores	-6.6	2.8	218.9	2.8	218.9
Shoe stores	31.3	52.6	710.4	52.6	710.4
Men's, boys' clothing and furnishings stores [3]	0.0	19.2	470.1	19.2	470.1
Family clothing stores [3]	-30.1	(D)	(D)	(D)	(D)
Women's clothing, specialty stores	-22.3	-11.1	653.0	-11.1	653.0
Ready-to-wear stores [3]	-19.9	-16.7	122.1	-16.7	122.1
All other apparel stores	39.2	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	68.1	(D)	(D)	42.7	19.4
Furniture, home furnishings stores, antique stores [3]	70.3	(D)	(D)	23.7	-13.9
Household appliance, radio, TV stores	61.9	117.9	203.3	117.9	203.3
Automotive group	36.1	(D)	(D)	18.7	-13.3
Gasoline service stations	-44.6	130.6	162.0	104.2	126.4
Lumber, building materials, hardware, farm equip. dealers	-70.9	9.3	31.9	-5.9	7.7
Hardware stores	(D)	(D)	(D)	21.3	(D)
Other	(D)	(D)	(D)	-11.2	(D)
Drug stores, proprietary stores	-23.7	(D)	(D)	21.1	61.2
Other retail stores [4]	2.8	3.4	4.2	-1.5	-6.3
Liquor stores	59.4	0.6	-9.6	0.6	-9.6
Jewelry stores	20.4	19.5	8.5	19.5	8.5
Book, stationery stores	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	(D)	84.1	(D)	-15.9	(D)
Motion picture theaters	1.7	7.1	20.4	7.0	14.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF EVANSVILLE CITY AND OF EVANSVILLE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	46.2	54.0	45.1	50.1
Food stores	7.4	9.7	7.3	9.1
Eating, drinking places	28.4	35.3	26.4	31.5
Eating places	34.9	44.5	31.0	37.9
Drinking places	21.1	27.0	20.7	25.2
General merchandise group	95.6	92.4	93.6	90.6
Variety stores	(D)	(D)	(D)	87.7
General merchandise stores (except variety)	(D)	(D)	(D)	91.3
Apparel, accessories stores	87.0	95.8	87.0	95.8
Shoe stores	83.3	96.9	83.3	96.9
Men's, boys' clothing and furnishings stores[2]	80.5	95.9	80.5	95.9
Family clothing stores[2]	(D)	90.4	(D)	90.4
Women's clothing, specialty stores	85.9	98.3	85.9	98.3
Ready-to-wear stores[2]	94.1	97.8	94.1	97.8
All other apparel stores	(D)	93.1	(D)	93.1
Furniture, home furnishings, appliance dealers	(D)	(D)	56.3	47.8
Furniture, home furnishings stores, antique stores[2]	(D)	(D)	61.4	44.6
Household appliance, radio, TV stores	44.9	60.4	44.9	60.4
Automotive group	(D)	68.3	74.3	64.8
Gasoline service stations	3.6	15.2	3.5	13.0
Lumber, building materials, hardware, farm equip. dealers	5.8	22.0	5.4	17.4
Hardware stores	(D)	10.4	(D)	9.2
Other	(D)	24.6	(D)	18.9
Drug stores, proprietary stores	29.7	(D)	29.7	47.2
Other retail stores[3]	56.2	56.5	55.3	53.0
Liquor stores	23.5	14.8	23.5	14.8
Jewelry stores	93.1	92.4	93.1	92.4
Book, stationery stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF EVANSVILLE, THE ENTIRE CITY, AND THE EVANSVILLE STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	3.9	3.8	24.1	21.2	24.0	21.0
Eating, drinking places	5.2	5.5	8.4	8.4	8.8	8.7
Eating places	3.4	3.3	4.4	4.0	4.9	4.3
Drinking places	1.8	2.2	4.0	4.4	3.9	4.4
General merchandise group	24.7	24.6	11.9	14.4	11.9	13.6
Variety stores	4.2	4.7	(D)	(D)	(D)	2.7
General merchandise stores (except variety)	20.5	19.9	(D)	(D)	(D)	10.9
Apparel, accessories stores	20.8	24.5	11.0	13.8	10.8	12.8
Shoe stores	3.9	3.2	2.1	1.8	2.1	1.7
Men's, boys' clothing and furnishings stores[1]	3.9	4.3	2.2	2.4	2.2	2.2
Family clothing stores[1]	2.4	3.8	(D)	2.3	(D)	2.1
Women's clothing, specialty stores	8.5	12.1	4.6	6.6	4.5	6.2
Ready-to-wear stores[1]	8.4	11.5	4.1	6.4	4.0	5.9
All other apparel stores	1.4	1.1	(D)	0.7	(D)	0.6
Furniture, home furnishings, appliance dealers	8.4	5.5	(D)	(D)	6.8	5.8
Furniture, home furnishings stores, antique stores[1]	6.3	4.1	(D)	(D)	4.6	4.6
Household appliance, radio, TV stores	2.1	1.4	2.2	1.3	2.2	1.2
Automotive group	25.1	20.4	(D)	16.1	15.3	15.7
Gasoline service stations	0.6	1.2	7.5	4.2	7.5	4.5
Lumber, building materials, hardware, farm equipment dealers	0.5	1.9	3.9	4.7	4.2	5.5
Hardware stores	(D)	0.2	(D)	0.9	0.9	0.9
Other	(D)	1.7	(D)	3.8	3.3	4.6
Drug stores, proprietary stores	2.6	3.8	4.1	(D)	4.0	4.0
Other retail stores[2]	8.2	8.8	6.8	8.5	6.7	8.4
Liquor stores	0.4	0.3	0.8	1.0	0.8	0.9
Jewelry stores	2.1	1.9	1.0	1.1	1.0	1.0
Book, stationery stores	(D)	2.0	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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Bulletin CBD—10

CENTRAL BUSINESS DISTRICT STATISTICS



Flint, Michigan

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

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Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

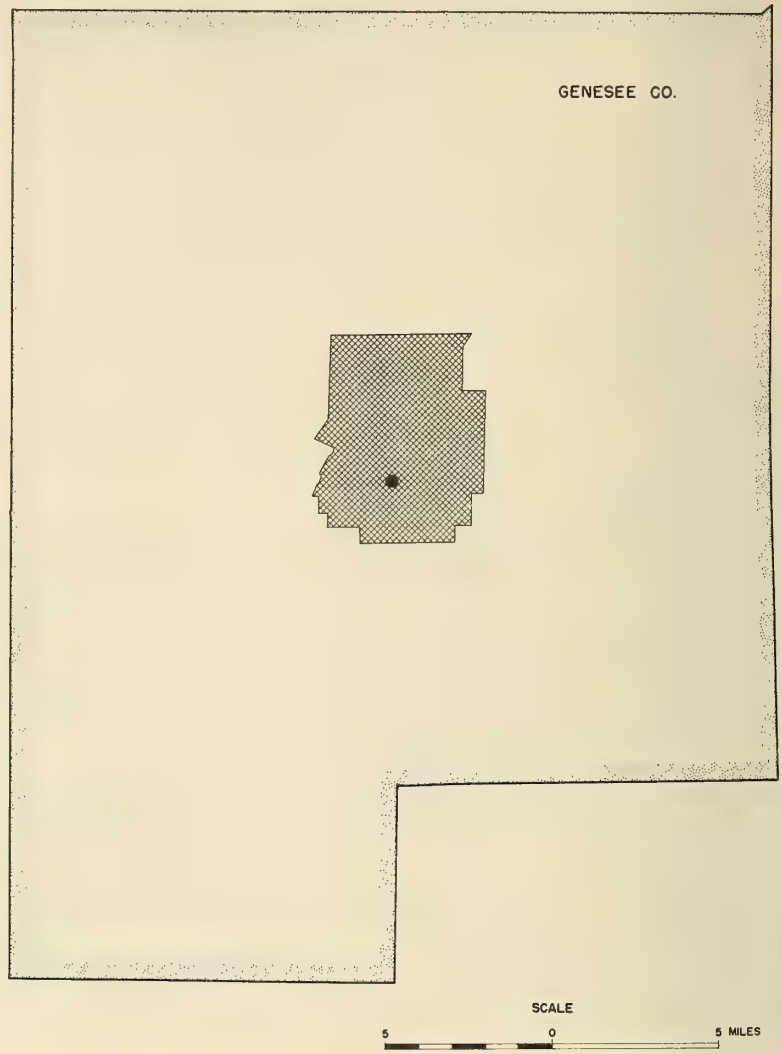
Flint, Michigan

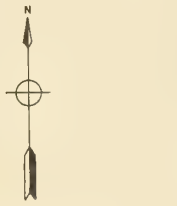
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FLINT, MICHIGAN

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT





CENTRAL BUSINESS DISTRICT

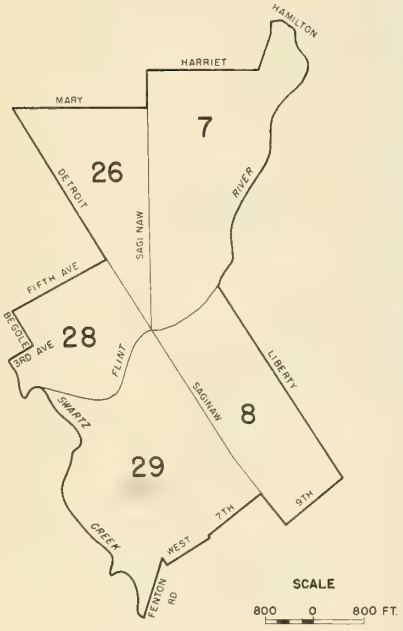


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948

CENTRAL BUSINESS DISTRICT OF FLINT

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	463	138,317	17,187	493	101,617	13,680
Food stores	35	8,898	662	52	9,180	730
Eating, drinking places	70	4,946	1,164	95	4,632	1,092
Eating places	45	3,160	810	68	3,568	899
Drinking places	25	1,786	354	27	1,064	193
General merchandise group	20	28,759	3,769	15	20,217	2,953
Variety stores	6	4,380	749	8	4,187	637
General merchandise stores (except variety)	14	24,379	3,020	7	16,030	2,316
Apparel, accessories stores	113	22,514	3,092	89	13,415	1,717
Shoe stores	26	3,709	466	19	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	24	6,541	950	23	4,315	619
Family clothing stores[3]	7	1,491	198	9	983	108
Women's clothing, specialty stores	39	9,536	1,304	31	5,928	759
Ready-to-wear stores[3]	27	9,135	1,239	23	5,537	717
All other apparel stores	7	784	133	5	(D)	(D)
Furniture, home furnishings, appliance dealers	49	18,071	2,219	43	7,745	1,215
Furniture, home furnishings stores, antique stores[3]	28	14,262	1,683	22	5,287	964
Household appliance, radio, TV stores	17	3,785	536	16	2,190	251
Automotive group	22	33,280	3,467	26	25,983	2,178
Gasoline service stations	33	2,096	243	36	1,863	213
Lumber, building materials, hardware, farm equip. dealers	18	8,048	892	33	8,269	1,972
Hardware stores	2	(D)	(D)	3	(D)	269
Other	16	(D)	(D)	30	(D)	1,703
Drug stores, proprietary stores	13	4,149	574	15	2,890	394
Other retail stores[4]	90	7,556	1,105	89	7,423	1,216
Liquor stores	2	(D)	(D)	3	192	5
Jewelry stores	26	2,517	407	19	1,419	254
Book, stationery stores	6	465	72	7	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	10	1,996	609	13	1,562	552
Motion picture theaters	6	1,388	214	8	1,169	259

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow. COMM-DC

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF FLINT

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,873	325,596	36,027	1,738	190,918	21,883
Food stores	326	69,489	4,540	384	44,297	3,373
Eating, drinking places	421	22,140	4,735	383	12,132	2,472
Eating places	265	13,981	3,392	259	8,006	1,792
Drinking places	156	8,159	1,343	124	4,126	680
General merchandise group	57	32,599	4,182	45	21,634	3,090
Variety stores	27	6,307	1,000	28	4,870	704
General merchandise stores (except variety)	30	26,292	3,182	17	16,764	2,386
Apparel, accessories stores	160	25,112	3,347	118	15,078	1,855
Shoe stores	34	4,114	514	21	2,043	222
Men's, boys' clothing and furnishings stores[3]	29	6,746	977	28	4,911	685
Family clothing stores[3]	15	2,146	266	15	1,480	132
Women's clothing, specialty stores	60	11,041	1,451	38	(D)	(D)
Ready-to-wear stores[3]	33	9,926	1,305	28	5,833	748
All other apparel stores	14	(D)	139	11	(D)	(D)
Furniture, home furnishings, appliance dealers	143	26,211	3,714	89	10,374	1,494
Furniture, home furnishings stores, antique stores[3]	63	15,502	2,287	36	6,185	1,054
Household appliance, radio, TV stores	72	10,631	1,427	43	3,846	440
Automotive group	112	76,926	7,717	102	39,144	3,060
Gasoline service stations	241	18,771	1,575	218	9,342	805
Lumber, building materials, hardware, farm equip. dealers	100	25,615	2,980	126	16,712	3,163
Hardware stores	45	3,291	306	48	3,083	422
Other	55	22,324	2,674	78	13,629	2,741
Drug stores, proprietary stores	90	13,512	1,414	77	8,240	789
Other retail stores[4]	223	15,221	1,823	196	13,965	1,782
Liquor stores	30	2,379	90	36	1,863	64
Jewelry stores	46	3,526	507	26	1,606	274
Book, stationery stores	6	465	72	8	1,410	321
SELECTED SERVICE TRADES						
Hotels	13	(D)	(D)	19	1,581	554
Motion picture theaters	14	2,273	417	19	[5]1,872	[5]450

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 93 such establishments with sales of $6,327,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
FLINT STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,736	413,706	43,138	2,660	240,589	25,200
Food stores	534	94,248	5,955	651	59,384	4,030
Eating, drinking places	545	26,524	5,472	545	15,448	2,940
Eating places	342	16,231	3,872	363	9,832	2,093
Drinking places	203	10,293	1,600	182	5,616	847
General merchandise group	90	35,149	4,430	74	23,359	3,258
Variety stores	41	7,572	1,163	40	5,324	748
General merchandise stores (except variety)	49	27,577	3,267	34	18,035	2,510
Apparel, accessories stores	199	27,761	3,555	143	16,763	1,971
Shoe stores	43	4,468	542	28	2,509	267
Men's, boys' clothing and furnishings stores[3]	36	7,871	1,088	32	5,120	699
Family clothing stores[3]	21	2,762	306	18	1,596	137
Women's clothing, specialty stores	76	11,555	1,478	46	7,100	849
Ready-to-wear stores[3]	41	10,289	1,328	32	6,605	799
All other apparel stores	15	(D)	141	12	277	19
Furniture, home furnishings, appliance dealers	194	28,747	3,949	116	10,969	1,531
Furniture, home furnishings stores, antique stores[3]	84	16,107	2,335	40	6,320	1,066
Household appliance, radio, TV stores	110	12,640	1,614	63	4,280	465
Automotive group	173	97,601	9,473	164	48,484	3,764
Gasoline service stations	368	30,245	2,311	375	15,260	1,123
Lumber, building materials, hardware, farm equip. dealers	199	38,001	4,159	221	23,197	3,667
Hardware stores	77	5,552	503	84	4,708	530
Other	120	32,433	3,656	137	18,489	3,137
Drug stores, proprietary stores	116	16,228	1,673	99	9,497	890
Other retail stores[4]	318	19,202	2,161	272	18,228	2,026
Liquor stores	38	2,922	137	48	2,101	67
Jewelry stores	57	3,717	512	30	1,714	284
Book, stationery stores	6	465	72	8	1,410	320
SELECTED SERVICE TRADES						
Hotels	15	2,022	611	22	1,812	590
Motion picture theaters	27	2,885	544	31	[5]2,017	[5]467

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1]Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2]Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 129 such establishments with sales of $6,943,000.

[3]Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4]This group total includes kinds of business not included in any of the detail lines which follow.

[5]Data are for regular motion picture theaters only; there were three drive-in theaters in this Standard Metropolitan Area in 1948.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF FLINT, THE ENTIRE CITY, AND THE FLINT STANDARD METROPOLITAN AREA

Kind of business	Percent change [1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total [2]	36.1	70.5	109.7	72.0	98.2
Food stores	-3.1	56.9	72.5	58.7	70.0
Eating, drinking places	6.8	82.5	129.3	71.7	99.5
Eating places	-11.4	74.6	143.8	65.1	108.7
Drinking places	67.9	97.7	108.1	83.3	86.9
General merchandise group	42.3	50.7	171.0	50.5	103.4
Variety stores	4.6	29.5	182.1	42.2	180.7
General merchandise stores (except variety)	52.1	56.8	160.6	52.9	57.5
Apparel, accessories stores	67.8	66.5	56.2	65.6	56.7
Shoe stores	(D)	101.4	(D)	78.1	(D)
Men's, boys' clothing and furnishings stores [3]	51.6	37.4	-65.6	53.7	65.2
Family clothing stores [3]	51.7	45.0	31.8	73.1	107.3
Women's clothing, specialty stores	60.9	(D)	(D)	62.7	72.3
Ready-to-wear stores [3]	65.0	70.2	167.2	55.8	8.1
All other apparel stores	(D)	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	133.3	152.7	209.6	162.1	231.1
Furniture, home furnishings stores, antique stores [3]	169.8	150.6	38.1	154.9	78.6
Household appliance, radio, TV stores	72.8	176.4	313.4	195.3	323.7
Automotive group	28.1	96.5	231.6	101.3	185.9
Gasoline service stations	12.5	100.9	123.0	98.1	110.1
Lumber, building materials, hardware, farm equip. dealers	-2.7	53.3	108.1	63.8	100.6
Hardware stores	(D)	6.7	(D)	17.9	(D)
Other	(D)	63.8	(D)	75.4	(D)
Drug stores, proprietary stores	43.6	64.0	75.0	70.9	82.8
Other retail stores [4]	1.8	9.0	17.2	5.3	7.8
Liquor stores	(D)	27.7	(D)	39.1	(D)
Jewelry stores	77.4	119.6	439.6	116.9	306.8
Book, stationery stores	(D)	33.0	(D)	33.0	(D)
SELECTED SERVICE TRADES					
Hotels	27.8	(D)	(D)	11.6	-89.6
Motion picture theaters	18.7	21.4	25.9	[5] 43.0	[5] 76.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were three drive-in theaters in the Standard Metropolitan Area in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF FLINT CITY AND OF FLINT STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	42.5	53.2	33.4	42.2
Food stores	27.2	20.7	9.4	15.5
Eating, drinking places	22.3	38.2	18.6	30.0
Eating places	22.6	44.6	19.5	36.3
Drinking places	21.9	25.8	17.4	18.9
General merchandise group	88.2	93.5	81.8	86.5
Variety stores	69.4	86.0	57.8	78.6
General merchandise stores (except variety)	92.7	95.6	88.4	88.9
Apparel, accessories stores	89.7	89.0	81.1	80.0
Shoe stores	90.2	(D)	83.0	(D)
Men's, boys' clothing and furnishings stores[2]	97.0	87.9	83.1	84.3
Family clothing stores[2]	69.5	66.4	54.0	61.6
Women's clothing, specialty stores	86.4	(D)	82.5	83.5
Ready-to-wear stores[2]	92.0	94.9	88.8	83.8
All other apparel stores	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	68.9	74.7	62.9	70.6
Furniture, home furnishings stores, antique stores[2]	92.0	85.5	88.5	83.7
Household appliance, radio, TV stores	35.6	56.9	29.9	51.2
Automotive group	43.3	66.4	34.1	53.6
Gasoline service stations	11.2	19.9	6.9	12.2
Lumber, building materials, hardware, farm equip. dealers	31.4	49.5	21.2	35.6
Hardware stores	(D)	(D)	(D)	(D)
Other	(D)	(D)	(D)	(D)
Drug stores, proprietary stores	30.7	35.1	25.6	30.4
Other retail stores[3]	49.6	53.2	39.4	40.7
Liquor stores	(D)	10.3	(D)	9.1
Jewelry stores	71.4	88.4	67.7	82.8
Book, stationery stores	100.0	(D)	100.0	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF FLINT, THE ENTIRE CITY, AND THE FLINT STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	6.4	9.0	21.3	23.2	22.8	24.7
Eating, drinking places	3.6	4.6	6.8	6.4	6.4	6.4
Eating places	2.3	3.5	4.3	4.2	3.9	4.1
Drinking places	1.3	1.1	2.5	2.2	2.5	2.3
General merchandise group	20.8	19.9	10.0	11.3	8.5	9.7
Variety stores	3.2	4.1	1.9	2.6	1.8	2.2
General merchandise stores (except variety)	17.6	15.8	8.1	8.7	6.7	7.5
Apparel, accessories stores	16.3	13.2	7.7	7.9	6.7	7.0
Shoe stores	2.7	(D)	1.3	1.1	1.1	1.0
Men's, boys' clothing and furnishings stores[1]	4.7	4.2	2.1	2.6	1.9	2.1
Family clothing stores[1]	1.1	1.0	0.7	0.8	0.7	0.7
Women's clothing, specialty stores	6.9	5.8	3.4	(D)	2.8	3.0
Ready-to-wear stores[1]	6.6	5.4	3.0	3.1	2.5	2.7
All other apparel stores	0.6	(D)	(D)	(D)	(D)	0.1
Furniture, home furnishings, appliance dealers	13.1	7.6	8.1	5.4	6.9	4.6
Furniture, home furnishings stores, antique stores[1]	10.3	5.2	4.8	3.2	3.8	2.6
Household appliance, radio, TV stores	2.7	2.2	3.3	2.0	3.1	1.8
Automotive group	24.0	25.6	23.6	20.5	23.7	20.2
Gasoline service stations	1.5	1.8	5.8	4.9	7.3	6.3
Lumber, building materials, hardware, farm equipment dealers	5.8	8.1	7.9	8.8	9.2	9.6
Hardware stores	(D)	(D)	1.0	1.6	1.3	2.0
Other	(D)	(D)	6.9	7.2	7.9	7.6
Drug stores, proprietary stores	3.0	2.8	4.1	4.3	3.9	3.9
Other retail stores[2]	5.5	7.4	4.7	7.3	4.6	7.6
Liquor stores	(D)	0.2	0.7	1.0	0.7	0.9
Jewelry stores	1.8	1.4	1.1	0.8	0.9	0.7
Book, stationery stores	0.3	(D)	0.1	0.7	0.1	0.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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Bulletin CBD–11

CENTRAL BUSINESS DISTRICT STATISTICS



Fort Worth, Texas

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Fort Worth, Texas

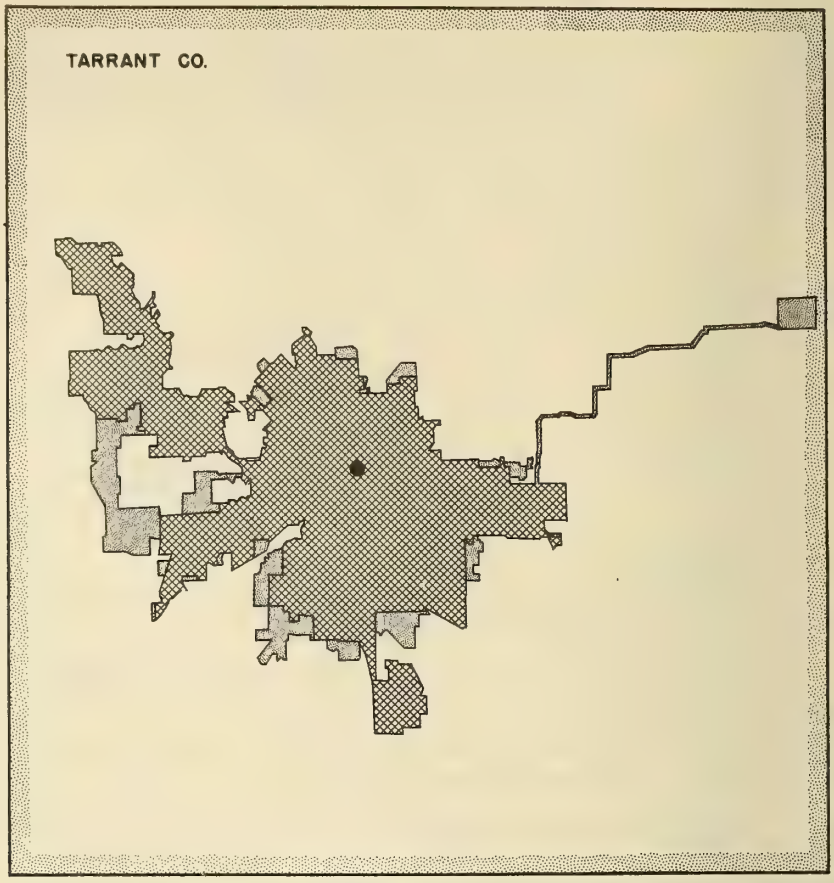
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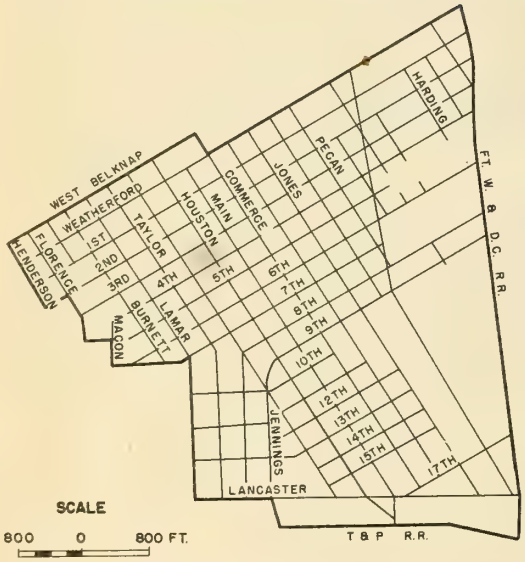
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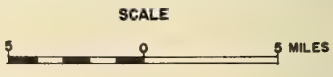
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT*







- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 18

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF FORT WORTH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	485	140,925	21,171	585	125,886	16,581
Food stores	21	1,820	175	26	2,121	171
Eating, drinking places	140	6,445	1,660	174	7,371	1,657
Eating places	102	5,420	1,509	127	5,789	1,339
Drinking places	38	1,025	151	47	1,582	318
General merchandise group	17	63,241	10,067	18	57,872	7,282
Department stores	7	60,013	9,541	7	(D)	(D)
Variety stores	5	(D)	(D)	7	3,616	537
General merchandise stores, n.e.c.	3	(D)	(D)	4	(D)	(D)
Apparel, accessories stores	96	19,653	3,340	91	17,548	2,171
Shoe stores	29	5,352	917	20	2,336	241
Men's, boys' clothing and furnishings stores[3]	22	4,916	948	22	3,452	424
Family clothing stores[3]	5	1,741	264	7	4,100	546
Women's clothing, specialty stores	31	6,762	1,137	24	6,622	855
Ready-to-wear stores[3]	18	5,659	917	15	6,126	788
All other apparel stores	9	882	74	13	907	105
Furniture, home furnishings, appliance dealers	25	6,155	936	26	7,457	1,150
Furniture stores[3]	12	4,337	671	14	5,358	834
Other home furnishings stores[3]	3	129	26	4	132	21
Household appliance, radio, TV stores	6	1,461	239	8	1,967	294
Automotive group	26	27,675	2,590	24	15,491	1,767
Passenger car dealers (franchised & nonfranchised)	18	24,864	2,134	15	13,406	1,449
Tire, battery, accessory dealers	8	2,811	456	8	(D)	(D)
Other automotive dealers	...	...	...	1	(D)	(D)
Gasoline service stations	15	767	94	23	922	124
Lumber, building materials, hardware, farm equip. dealers	9	1,139	167	19	2,764	317
Hardware stores	2	(D)	(D)	7	314	51
Other	7	(D)	(D)	12	2,450	266
Drug stores, proprietary stores	15	2,886	505	21	3,287	530
Other retail stores[4]	121	11,144	1,637	163	11,053	1,412
Liquor stores	19	1,779	71	30	1,761	63
Jewelry stores	23	4,599	821	25	4,167	699
Book, stationery stores	10	728	83	8	758	101
Sporting goods, bicycle stores	2	(D)	(D)	2	(D)	(D)
Florists	3	70	10	3	106	15
Music stores	8	642	117	11	847	99
Camera, photographic supply stores	2	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	48	4,870	1,694	70	4,720	1,375
Motion picture theaters	5	1,578	289	7	1,493	263

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF FORT WORTH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	3,350	477,431	50,403	2,992	322,831	34,572
Food stores	639	109,966	6,950	632	56,481	3,698
Eating, drinking places	699	28,321	6,045	719	22,667	4,634
Eating places	508	23,614	5,406	509	18,529	3,987
Drinking places	185	4,679	639	210	4,138	647
General merchandise group	99	80,907	12,245	72	68,797	8,532
Department stores	12	71,862	11,121	8	62,666	7,744
Variety stores	48	5,174	756	40	4,712	629
General merchandise stores, n.e.c.	35	3,737	368	24	1,419	156
Apparel, accessories stores	187	25,208	4,037	132	18,982	2,377
Shoe stores	43	6,429	1,060	22	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	27	5,312	985	22	3,528	1,018
Family clothing stores[3]	13	3,391	421	12	(D)	(D)
Women's clothing, specialty stores	66	7,943	1,257	39	6,971	888
Ready-to-wear stores[3]	32	6,381	986	22	6,336	814
All other apparel stores	34	1,993	314	29	(D)	(D)
Furniture, home furnishings, appliance dealers	157	18,215	2,571	126	15,657	2,422
Furniture stores[3]	41	10,128	1,434	36	7,544	1,060
Other home furnishings stores[3]	22	1,936	348	27	1,761	498
Household appliance, radio, TV stores	54	5,533	789	46	6,011	864
Automotive group	293	104,743	7,174	168	57,259	4,556
Passenger car dealers (franchised & nonfranchised)	217	93,803	5,810	128	51,945	3,985
Tire, battery, accessory dealers	53	7,733	1,173	29	3,470	471
Other automotive dealers	21	3,199	191	11	1,844	100
Gasoline service stations	443	26,925	2,466	387	13,995	1,358
Lumber, building materials, hardware, farm equip. dealers	134	28,844	2,792	145	27,063	2,742
Hardware stores	23	1,469	178	27	1,110	93
Other	111	27,375	2,614	118	25,953	2,649
Drug stores, proprietary stores	127	20,278	2,917	112	12,160	1,727
Other retail stores[4]	572	34,024	3,206	499	29,770	2,526
Liquor stores	142	11,633	356	178	7,273	262
Jewelry stores	64	6,340	982	28	(D)	(D)
Book, stationery stores	15	948	97	12	798	103
Sporting goods, bicycle stores	20	508	36	10	301	30
Florists	54	2,003	331	35	1,288	162
Music stores	17	1,051	139	14	915	107
Camera, photographic supply stores	5	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	71	6,174	2,070	94	4,942	1,442
Motion picture theaters	25	3,676	750	27	2,790	585

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 199 such establishments with sales of $29,294,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
FORT WORTH STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,020	533,520	54,340	3,674	(D)	(D)
Food stores	789	126,226	7,749	809	68,225	4,149
Eating, drinking places	819	32,105	6,629	865	25,025	4,995
Eating places	601	26,471	5,941	609	20,228	4,291
Drinking places	212	5,606	688	256	4,797	704
General merchandise group	129	82,769	12,387	108	(D)	(D)
Department stores	12	71,862	11,121	8	62,666	7,747
Variety stores	58	5,555	787	49	4,958	647
General merchandise stores, n.e.c.	55	5,218	479	51	2,509	205
Apparel, accessories stores	208	26,053	4,113	142	19,218	2,396
Shoe stores	45	(D)	(D)	23	2,399	248
Men's, boys' clothing and furnishings stores[3]	29	(D)	(D)	26	3,704	445
Family clothing stores[3]	16	3,540	435	13	4,440	578
Women's clothing, specialty stores	75	8,322	1,293	44	7,102	899
Ready-to-wear stores[3]	41	6,716	1,018	26	6,443	825
All other apparel stores	37	2,126	328	30	1,407	226
Furniture, home furnishings, appliance dealers	186	19,685	2,725	146	16,527	2,297
Furniture stores[3]	48	10,870	1,500	40	7,892	1,096
Other home furnishings stores[3]	24	2,010	364	33	1,882	299
Household appliance, radio, TV stores	66	6,117	861	55	6,440	902
Automotive group	340	119,434	8,023	196	61,147	4,907
Passenger car dealers (franchised & nonfranchised)	245	107,199	6,569	145	55,512	4,321
Tire, battery, accessory dealers	69	8,443	1,239	37	3,699	485
Other automotive dealers	24	3,784	215	14	1,936	101
Gasoline service stations	571	32,481	2,864	516	16,860	1,530
Lumber, building materials, hardware, farm equip. dealers	179	35,193	3,303	186	31,219	3,102
Hardware stores	37	2,080	224	36	1,384	115
Other	142	33,113	3,079	150	29,835	2,987
Drug stores, proprietary stores	143	21,549	3,071	129	12,942	1,806
Other retail stores[4]	656	38,025	3,476	577	33,780	2,742
Liquor stores	158	13,099	404	204	8,554	299
Jewelry stores	70	6,496	989	29	4,403	705
Book, stationery stores	17	(D)	(D)	12	798	103
Sporting goods, bicycle stores	24	(D)	45	15	356	40
Florists	57	2,072	334	38	1,350	172
Music stores	18	(D)	(D)	16	1,024	121
Camera, photographic supply stores	5	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	72	6,177	2,071	97	4,960	1,447
Motion picture theaters	38	4,395	867	37	3,295	671

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 234 such establishments with sales of $30,122,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

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Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF FORT WORTH, THE ENTIRE CITY, AND THE FORT WORTH STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	11.9	47.9	70.9	(D)	(D)
Food stores	-14.2	94.7	98.9	85.0	88.2
Eating, drinking places	-12.6	24.9	43.0	28.3	45.3
Eating places	-6.4	27.4	42.8	30.9	45.8
Drinking places	-35.2	13.1	43.0	16.9	42.5
General merchandise group	9.3	17.6	61.7	(D)	(D)
Department stores	(D)	14.7	(D)	14.7	(D)
Variety stores	(D)	9.8	(D)	12.0	(D)
General merchandise stores, n.e.c.	(D)	163.1	(D)	108.0	(D)
Apparel, accessories stores	12.0	32.8	287.4	35.6	283.2
Shoe stores	129.1	(D)	(D)	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	42.4	50.6	421.1	(D)	(D)
Family clothing stores[3]	-57.5	(D)	(D)	-20.3	429.1
Women's clothing, specialty stores	2.1	13.9	238.4	17.2	225.0
Ready-to-wear stores[3]	-7.6	0.7	243.8	4.2	233.4
All other apparel stores	-2.8	(D)	(D)	51.1	148.8
Furniture, home furnishings, appliance dealers	-17.5	16.3	47.1	19.1	49.2
Furniture stores[3]	-19.1	34.3	164.9	37.7	157.8
Other home furnishings stores[3]	-2.3	9.9	10.9	6.8	7.5
Household appliance, radio, TV stores	-25.7	-8.0	0.7	-5.0	4.1
Automotive group	78.7	82.9	84.5	95.3	101.0
Passenger car dealers (franchised and nonfranchised)	85.5	80.6	78.9	93.1	95.5
Tire, battery, accessory dealers	(D)	122.9	(D)	128.3	(D)
Other automotive dealers	XXX	73.5	(D)	95.5	(D)
Gasoline service stations	-16.8	92.4	100.1	92.7	99.0
Lumber, building materials, hardware, farm equip. dealers	-58.8	6.6	14.0	12.7	19.7
Hardware stores	(D)	32.3	(D)	50.3	(D)
Other	(D)	5.5	(D)	11.0	(D)
Drug stores, proprietary stores	-12.2	66.8	96.0	66.5	93.3
Other retail stores[4]	0.8	14.3	22.2	12.6	18.3
Liquor stores	1.0	59.9	78.8	53.1	66.6
Jewelry stores	10.4	(D)	(D)	47.5	703.8
Book, stationery stores	-4.0	18.8	450.0	(D)	(D)
Sporting goods, bicycle stores	(D)	68.8	(D)	(D)	(D)
Florists	-34.0	55.5	63.5	53.5	60.9
Music stores	-24.2	14.9	501.5	(D)	(D)
Camera, photographic supply stores	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	3.2	24.9	487.4	24.5	424.9
Motion picture theaters	5.7	31.8	61.8	33.4	56.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. XXX Not applicable.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF FORT WORTH AND OF FORT WORTH STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	29.5	39.0	26.4	(D)
Food stores	1.7	3.8	1.4	3.1
Eating, drinking places	22.8	32.5	20.1	29.5
Eating places	23.0	31.2	20.5	28.6
Drinking places	21.9	38.2	18.3	33.0
General merchandise group	78.2	84.1	76.4	(D)
Department stores	83.5	(D)	83.5	(D)
Variety stores	(D)	76.7	(D)	72.9
General merchandise stores, n.e.c	(D)	(D)	(D)	(D)
Apparel, accessories stores	80.0	92.4	75.4	91.3
Shoe stores	83.2	(D)	(D)	97.4
Men's, boys' clothing and furnishings stores[2]	92.5	97.8	(D)	93.2
Family clothing stores[2]	51.3	(D)	49.2	92.3
Women's clothing, specialty stores	85.1	95.0	81.3	93.2
Ready-to-wear stores[2]	88.7	96.7	84.3	95.1
All other apparel stores	44.3	(D)	41.5	64.5
Furniture, home furnishings, appliance dealers	33.8	47.6	31.3	45.1
Furniture stores[2]	42.0	71.0	39.9	67.9
Other home furnishings stores[2]	6.7	7.5	6.4	7.0
Household appliance, radio, TV stores	26.4	32.7	23.9	30.5
Automotive group	26.4	27.1	23.2	25.3
Passenger car dealers (franchised and nonfranchised)	26.5	25.8	23.2	24.1
Tire, battery, accessory dealers	36.4	(D)	33.3	(D)
Other automotive dealers	...	(D)	...	(D)
Gasoline service stations	2.8	6.6	2.4	5.5
Lumber, building materials, hardware, farm equip. dealers	3.9	10.2	3.2	8.9
Hardware stores	(D)	28.3	(D)	22.7
Other	(D)	9.4	(D)	8.2
Drug stores, proprietary stores	14.2	27.0	13.4	25.4
Other retail stores[3]	32.8	37.1	29.3	32.7
Liquor stores	15.3	24.2	13.6	20.6
Jewelry stores	72.5	(D)	70.8	94.6
Book, stationery stores	76.8	95.0	(D)	95.0
Sporting goods, bicycle stores	(D)	(D)	(D)	(D)
Florists	3.5	8.2	3.4	7.9
Music stores	61.1	92.6	(D)	82.7
Camera, photographic supply stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

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Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS CENTRAL BUSINESS DISTRICT OF FORT WORTH, THE ENTIRE CITY, AND THE FORT WORTH STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	(3)
Food stores	1.3	1.7	23.0	17.5	23.7	
Eating, drinking places	4.6	5.9	5.9	7.0	6.0	
Eating places	3.9	4.6	4.9	5.7	5.0	
Drinking places	0.7	1.3	1.0	1.3	1.1	
General merchandise group	44.9	46.0	17.0	21.3	15.5	
Department stores	42.6	(D)	15.1	19.4	13.5	
Variety stores	(D)	2.9	1.1	1.5	1.0	
General merchandise stores, n.e.c	(D)	(D)	0.8	0.4	1.0	
Apparel, accessories stores	13.9	13.9	5.3	5.9	4.9	
Shoe stores	3.8	1.9	1.3	(D)	(D)	
Men's, boys' clothing and furnishings stores[1]	3.5	2.7	1.1	1.1	(D)	
Family clothing stores[1]	1.2	3.3	0.7	(D)	0.7	
Women's clothing, specialty stores	4.8	5.3	1.7	2.2	1.6	
Ready-to-wear stores[1]	4.0	4.9	1.3	2.0	1.3	
All other apparel stores	0.6	0.7	0.4	(D)	0.4	
Furniture, home furnishings, appliance dealers	4.4	5.9	3.8	4.8	3.7	
Furniture stores[1]	3.2	4.3	2.1	2.3	2.0	
Other home furnishings stores[1]	0.1	0.1	0.4	0.6	0.4	
Household appliance, radio, TV stores	1.1	1.5	1.2	1.9	1.1	
Automotive group	19.6	12.3	21.9	17.7	22.4	
Passenger car dealers (franchised and nonfranchised)	17.6	10.6	19.6	16.1	20.1	
Tire, battery, accessory dealers	2.0	(D)	1.6	1.0	1.6	
Other automotive dealers	0.0	(D)	0.7	0.6	0.7	
Gasoline service stations	0.5	0.7	5.6	4.3	6.1	
Lumber, building materials, hardware, farm equipment dealers	0.8	2.2	6.1	8.4	6.6	
Hardware stores	(D)	0.2	0.4	0.4	0.4	
Other	(D)	2.0	5.7	8.0	6.2	
Drug stores, proprietary stores	2.1	2.6	4.3	3.8	4.0	
Other retail stores[2]	7.9	8.8	7.1	9.3	7.1	
Liquor stores	1.3	1.4	2.4	2.3	2.5	
Jewelry stores	3.3	3.3	1.3	(D)	1.2	
Book, stationery stores	0.5	0.6	0.2	0.2	(D)	
Sporting goods, bicycle stores	(D)	(D)	0.1	0.1	(D)	
Florists	0.1	0.1	0.4	0.4	0.4	
Music stores	0.5	0.7	0.2	0.3	(D)	
Camera, photographic supply stores	(D)	(D)	(D)	(D)	(D)	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

[3] Data for 1948 not shown for the Standard Metropolitan Area to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

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METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Atlanta, Georgia

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ATLANTA, GEORGIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

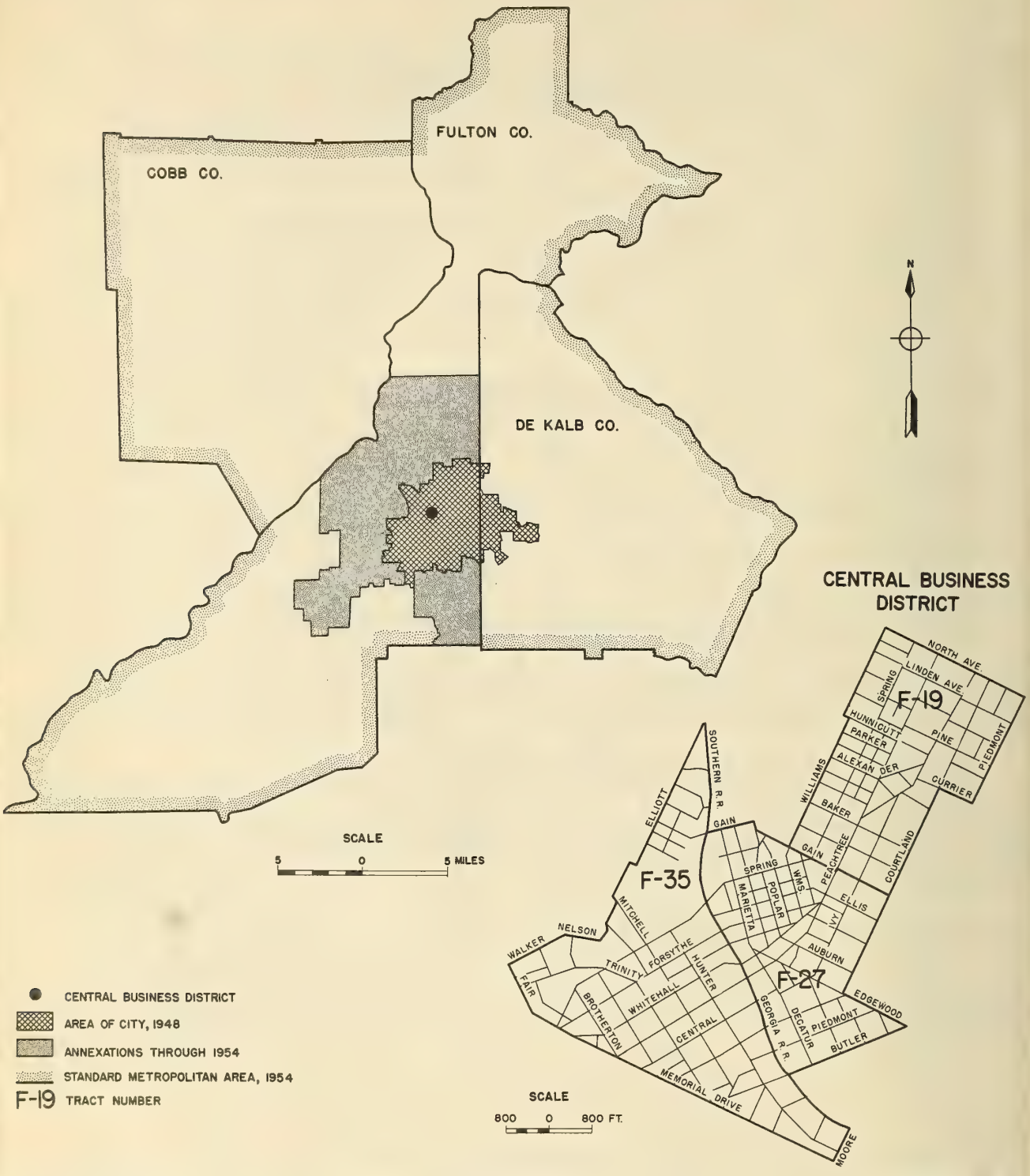


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF ATLANTA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	891	263,191	40,036	919	254,063	36,729
Food stores	48	7,592	626	42	4,278	393
Eating, drinking places	201	16,071	3,229	228	16,301	3,160
Eating places	172	14,473	2,986	203	15,030	3,005
Drinking places	29	1,598	243	25	1,271	155
General merchandise group	16	95,733	17,537	18	85,858	14,954
Department stores	3	(D)	(D)	3	(D)	(D)
Variety stores	7	9,082	1,434	10	12,191	1,726
General merchandise stores, n.e.c.	6	(D)	(D)	5	(D)	(D)
Apparel, accessories stores	195	32,494	5,126	173	40,026	5,227
Shoe stores	49	6,951	961	32	7,065	915
Men's, boys' clothing and furnishings stores[3]	37	7,513	1,223	45	10,343	1,234
Family clothing stores[3]	14	4,561	800	14	7,960	798
Women's clothing, specialty stores	70	12,149	1,945	58	13,364	2,077
Ready-to-wear stores[3]	35	10,154	1,618	27	11,860	1,830
All other apparel stores	23	1,264	197	20	1,209	202
Furniture, home furnishings, appliance dealers	66	13,961	2,243	57	13,124	2,229
Furniture stores[3]	35	11,367	1,719	35	8,502	1,388
Other home furnishings stores[3]	7	385	79	11	1,716	263
Household appliance, radio, TV stores	16	2,069	445	10	2,873	578
Automotive group	43	61,513	6,158	65	56,346	5,059
Passenger car dealers (franchised & nonfranchised)	33	56,976	5,382	54	52,707	4,533
Tire, battery, accessory dealers	9	(D)	(D)	10	3,639	526
Other automotive dealers	1	(D)	(D)	...	...	...
Gasoline service stations	35	2,642	343	46	2,696	372
Lumber, building materials, hardware, farm equip. dealers	17	3,309	408	22	2,711	454
Hardware stores	6	1,133	163	4	(D)	115
Other	11	2,176	245	18	(D)	340
Drug stores, proprietary stores	38	6,751	1,002	37	6,909	890
Other retail stores[4]	232	23,125	3,364	231	25,814	3,991
Liquor stores	60	5,226	267	57	5,707	278
Jewelry stores	48	9,384	1,705	36	7,359	1,338
Book, stationery stores	14	1,401	266	12	(D)	(D)
Sporting goods, bicycle stores	5	1,285	192	2	(D)	(D)
Florists	2	(D)	(D)	6	458	70
Music stores	11	902	167	9	1,452	224
Camera, photographic supply stores	4	518	63	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	25	5,989	1,709	29	5,653	1,604
Motion picture theaters	12	2,389	496	10	2,121	451

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF ATLANTA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,084	673,193	80,566	3,348	460,225	57,354
Food stores	911	132,391	8,548	860	74,920	4,908
Eating, drinking places	744	41,969	7,741	758	34,371	5,944
Eating places	615	36,081	6,966	618	28,950	5,363
Drinking places	129	5,888	775	140	5,421	581
General merchandise group	118	135,950	21,979	81	(D)	(D)
Department stores	5	117,884	19,355	4	(D)	(D)
Variety stores	70	13,863	2,167	52	14,855	2,118
General merchandise stores, n.e.c	41	4,195	457	25	5,124	845
Apparel, accessories stores	346	49,055	7,123	236	43,310	5,539
Shoe stores	80	12,835	1,695	37	7,247	932
Men's, boys' clothing and furnishings stores[3]	64	9,708	1,448	52	10,596	1,249
Family clothing stores[3]	32	6,575	994	31	9,579	953
Women's clothing, specialty stores	126	(D)	(D)	82	14,321	2,190
Ready-to-wear stores[3]	66	14,793	2,235	40	12,643	1,925
All other apparel stores	32	(D)	(D)	26	1,410	215
Furniture, home furnishings, appliance dealers	244	31,013	5,014	149	20,670	3,462
Furniture stores[3]	83	17,743	2,849	71	11,617	1,873
Other home furnishings stores[3]	41	3,143	664	30	3,017	515
Household appliance, radio, TV stores	78	9,169	1,501	39	5,992	1,074
Automotive group	197	113,069	10,810	141	86,568	8,129
Passenger car dealers (franchised & nonfranchised)	117	98,585	(D)	102	77,834	6,902
Tire, battery, accessory dealers	61	11,853	1,849	33	7,794	1,114
Other automotive dealers	19	2,631	(D)	6	940	113
Gasoline service stations	467	34,470	3,376	333	16,382	1,838
Lumber, building materials, hardware, farm equip. dealers	147	42,931	5,322	100	16,037	2,034
Hardware stores	61	5,373	658	38	4,436	483
Other	86	37,558	4,664	62	11,601	1,551
Drug stores, proprietary stores	216	23,849	3,456	164	16,947	2,153
Other retail stores[4]	694	68,496	7,197	526	(D)	(D)
Liquor stores	207	26,778	1,368	154	18,156	826
Jewelry stores	86	13,244	2,484	44	7,907	1,420
Book, stationery stores	18	(D)	(D)	13	1,263	321
Sporting goods, bicycle stores	26	(D)	(D)	8	1,378	188
Florists	64	2,211	434	39	1,649	290
Music stores	19	1,994	(D)	19	(D)	(D)
Camera, photographic supply stores	7	684	102	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	47	(D)	(D)	48	9,193	2,597
Motion picture theaters	36	6,058	1,346	28	[5]3,801	[5]790

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 256 such establishments with sales of $80,296,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
ATLANTA STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,980	881,086	98,569	5,409	604,833	69,697
Food stores	1,438	194,086	12,028	1,531	118,600	7,211
Eating, drinking places	950	52,302	9,648	1,042	41,146	6,936
Eating places	793	45,061	8,731	854	34,575	6,216
Drinking places	153	7,177	917	188	6,571	720
General merchandise group	221	148,782	23,207	198	(D)	(D)
Department stores	5	117,884	19,355	4	(D)	(D)
Variety stores	106	17,742	2,699	74	16,512	2,343
General merchandise stores, n.e.c	108	13,148	1,153	120	11,773	1,231
Apparel, accessories stores	443	55,515	7,809	297	46,977	5,893
Shoe stores	104	14,201	1,866	50	7,824	988
Men's, boys' clothing and furnishings stores[3]	73	10,448	1,546	58	11,155	1,318
Family clothing stores[3]	51	8,601	1,200	44	10,584	1,048
Women's clothing, specialty stores	160	19,957	2,907	104	15,762	2,317
Ready-to-wear stores[3]	92	16,632	2,415	57	14,037	2,048
All other apparel stores	37	2,026	290	30	1,458	222
Furniture, home furnishings, appliance dealers	354	39,912	6,325	249	27,401	4,319
Furniture stores[3]	124	21,669	3,351	103	13,934	2,108
Other home furnishings stores[3]	51	3,598	761	39	3,286	557
Household appliance, radio, TV stores	125	13,435	2,213	83	9,977	1,654
Automotive group	317	165,718	15,307	240	114,263	10,442
Passenger car dealers (franchised & nonfranchised)	199	145,948	12,154	168	102,558	8,898
Tire, battery, accessory dealers	90	15,142	2,342	61	9,840	1,336
Other automotive dealers	26	4,572	811	11	1,865	208
Gasoline service stations	799	54,071	4,880	660	29,200	2,905
Lumber, building materials, hardware, farm equip. dealers	256	57,297	6,541	211	30,987	3,908
Hardware stores	104	8,128	928	92	8,498	829
Other	152	49,169	5,613	119	22,489	3,079
Drug stores, proprietary stores	285	32,293	4,617	246	23,600	3,014
Other retail stores[4]	917	81,110	8,207	735	(D)	(D)
Liquor stores	220	28,444	1,426	199	23,760	1,114
Jewelry stores	115	14,657	2,709	59	8,308	1,463
Book, stationery stores	22	1,894	375	17	1,617	329
Sporting goods, bicycle stores	35	2,216	307	11	1,516	201
Florists	112	3,122	556	66	2,476	470
Music stores	25	2,171	346	21	1,626	248
Camera, photographic supply stores	7	684	102	7	760	90
SELECTED SERVICE TRADES						
Hotels	50	12,322	3,481	54	9,733	2,727
Motion picture theaters	63	7,563	1,658	50	[5]4,867	[5] [6]1,063

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 387 such establishments with sales of $83,959,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there was one drive-in theater in this Standard Metropolitan Area in 1948.

[6] Revised.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF ATLANTA, THE ENTIRE CITY, AND THE ATLANTA STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	3.6	46.3	98.9	45.7	76.2
Food stores	77.5	76.7	76.7	63.6	63.1
Eating, drinking places	-1.4	22.1	43.3	27.1	45.8
Eating places	-3.7	24.6	55.2	30.3	56.5
Drinking places	25.7	8.6	3.4	9.2	5.3
General merchandise group	11.5	(D)	(D)	(D)	(D)
Department stores	(D)	(D)	(D)	(D)	(D)
Variety stores	-25.5	-6.7	79.5	7.4	100.4
General merchandise stores, n.e.c.	(D)	-23.0	(D)	11.7	(D)
Apparel, accessories stores	-18.8	13.3	404.3	18.2	231.2
Shoe stores	-1.6	77.1	3,133.0	81.5	855.2
Men's, boys' clothing and furnishings stores[3]	-27.4	-8.4	767.6	-6.3	261.5
Family clothing stores[3]	-42.7	-31.4	24.4	-18.7	54.0
Women's clothing, specialty stores	-9.1	(D)	(D)	26.6	225.6
Ready-to-wear stores[3]	-14.4	17.0	492.5	18.5	197.6
All other apparel stores	4.5	(D)	(D)	39.0	206.2
Furniture, home furnishings, appliance dealers	6.4	50.0	126.0	45.7	81.8
Furniture stores[3]	33.7	52.7	104.7	55.5	89.7
Other home furnishings stores[3]	-77.6	4.2	112.0	9.5	104.6
Household appliance, radio, TV stores	-28.0	53.0	127.7	34.7	60.0
Automotive group	9.2	30.6	70.6	45.0	79.9
Passenger car dealers (franchised and nonfranchised)	8.1	26.7	65.6	42.3	78.5
Tire, battery, accessory dealers	(D)	52.1	(D)	53.9	(D)
Other automotive dealers	(D)	179.9	(D)	145.1	(D)
Gasoline service stations	-2.0	110.4	132.6	85.2	94.0
Lumber, building materials, hardware, farm equip. dealers	22.1	167.7	197.3	84.9	90.9
Hardware stores	(D)	21.1	(D)	-4.4	(D)
Other	(D)	223.7	(D)	118.6	(D)
Drug stores, proprietary stores	-2.3	40.7	70.3	36.8	53.0
Other retail stores[4]	-10.4	(D)	(D)	(D)	(D)
Liquor stores	-8.4	47.5	73.1	19.7	28.6
Jewelry stores	27.5	67.5	604.4	76.4	455.6
Book, stationery stores	(D)	(D)	(D)	17.1	(D)
Sporting goods, bicycle stores	(D)	(D)	(D)	46.2	(D)
Florists	(D)	34.1	(D)	26.1	(D)
Music stores	-37.9	(D)	(D)	33.5	629.3
Camera, photographic supply stores	(D)	(D)	(D)	-10.0	(D)
SELECTED SERVICE TRADES					
Hotels	5.9	(D)	(D)	26.6	55.2
Motion picture theaters	12.6	59.4	118.4	[5] 55.4	[5] [6] 88.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there was one drive-in theater in this Standard Metropolitan Area in 1948.

[6] Revised.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ATLANTA CITY AND OF ATLANTA STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	39.1	55.2	29.9	42.0
Food stores	5.7	5.7	3.9	3.6
Eating, drinking places	38.3	47.4	30.7	39.6
Eating places	40.1	51.9	32.1	43.5
Drinking places	27.1	23.4	22.3	19.3
General merchandise group	70.4	(D)	64.3	(D)
Department stores	(D)	(D)	(D)	(D)
Variety stores	65.5	81.6	51.2	73.8
General merchandise stores, n.e.c	(D)	38.5	(D)	16.8
Apparel, accessories stores	66.2	92.4	58.5	85.2
Shoe stores	54.2	97.5	48.9	90.3
Men's, boys' clothing and furnishings stores[2]	77.4	97.6	71.9	92.7
Family clothing stores[2]	69.4	83.1	53.0	75.2
Women's clothing, specialty stores	(D)	93.3	60.9	84.8
Ready-to-wear stores[2]	68.6	93.8	61.1	84.5
All other apparel stores	(D)	85.7	62.4	82.9
Furniture, home furnishings, appliance dealers	45.0	63.5	35.0	47.9
Furniture stores[2]	64.1	73.2	52.5	61.0
Other home furnishings stores[2]	12.2	56.9	10.7	52.2
Household appliance, radio, TV stores	22.6	47.9	15.4	28.8
Automotive group	54.4	65.1	37.1	49.3
Passenger car dealers (franchised and nonfranchised)	57.8	67.7	39.0	51.4
Tire, battery, accessory dealers	(D)	46.7	(D)	37.0
Other automotive dealers	(D)	...	(D)	...
Gasoline service stations	7.7	16.5	4.9	9.2
Lumber, building materials, hardware, farm equip. dealers	7.7	16.9	5.8	8.7
Hardware stores	21.0	(D)	13.9	(D)
Other	5.8	(D)	4.4	(D)
Drug stores, proprietary stores	28.3	40.8	20.9	29.3
Other retail stores[3]	33.8	(D)	28.5	(D)
Liquor stores	19.5	31.4	18.4	24.0
Jewelry stores	70.9	93.1	64.0	88.6
Book, stationery stores	(D)	(D)	74.0	(D)
Sporting goods, bicycle stores	(D)	(D)	58.0	(D)
Florists	(D)	27.8	(D)	18.5
Music stores	45.2	(D)	41.5	89.3
Camera, photographic supply stores	75.7	(D)	75.7	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

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Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ATLANTA, THE ENTIRE CITY, AND THE ATLANTA STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	2.9	1.7	19.7	16.3	22.0	19.6
Eating, drinking places	6.1	6.4	6.2	7.5	5.9	6.8
Eating places	5.5	5.9	5.4	6.3	5.1	5.7
Drinking places	0.6	0.5	0.9	1.2	0.8	1.1
General merchandise group	36.4	33.8	20.2	(D)	16.9	(D)
Department stores	(D)	28.2	17.5	(D)	13.4	(D)
Variety stores	3.5	4.8	2.1	3.2	2.0	2.7
General merchandise stores, n.e.c.	(D)	0.8	0.6	1.1	1.5	1.9
Apparel, accessories stores	12.3	15.7	7.3	9.4	6.3	7.8
Shoe stores	2.6	2.8	1.9	1.6	1.6	1.3
Men's, boys' clothing and furnishings stores[1]	2.9	4.1	1.4	2.3	1.2	1.8
Family clothing stores[1]	1.7	3.1	1.0	2.1	1.0	1.7
Women's clothing, specialty stores	4.6	5.3	(D)	3.1	2.3	2.6
Ready-to-wear stores[1]	3.9	4.7	2.2	2.7	1.9	2.3
All other apparel stores	0.5	0.5	(D)	0.3	0.2	0.2
Furniture, home furnishings, appliance dealers	5.3	5.2	4.6	4.5	4.5	4.5
Furniture stores[1]	4.3	3.3	2.6	2.5	2.5	2.3
Other home furnishings stores[1]	0.2	0.7	0.5	0.7	0.4	0.5
Household appliance, radio, TV stores	0.8	1.1	1.4	1.3	1.5	1.6
Automotive group	23.4	22.2	16.8	18.8	18.8	18.9
Passenger car dealers (franchised and nonfranchised)	21.6	20.7	14.6	16.9	16.6	17.0
Tire, battery, accessory dealers	(D)	1.4	1.8	1.7	1.7	1.6
Other automotive dealers	(D)	...	0.4	0.2	0.5	0.3
Gasoline service stations	1.0	1.1	5.1	3.6	6.2	4.8
Lumber, building materials, hardware, farm equipment dealers	1.3	1.1	6.4	3.5	6.5	5.1
Hardware stores	0.4	(D)	0.8	1.0	0.9	1.4
Other	0.9	(D)	5.6	2.5	5.6	3.7
Drug stores, proprietary stores	2.6	2.7	3.5	3.7	3.7	3.9
Other retail stores[2]	8.7	10.1	10.2	(D)	9.2	(D)
Liquor stores	2.0	2.2	4.0	3.9	3.2	3.9
Jewelry stores	3.6	2.9	2.0	1.7	1.7	1.4
Book, stationery stores	0.5	(D)	(D)	0.3	0.2	0.3
Sporting goods, bicycle stores	0.5	(D)	(D)	0.3	0.3	0.3
Florists	(D)	0.2	0.3	0.4	0.4	0.4
Music stores	0.3	0.6	0.3	(D)	0.2	0.3
Camera, photographic supply stores	0.2	(D)	0.1	(D)	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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BUREAU OF THE CENSUS
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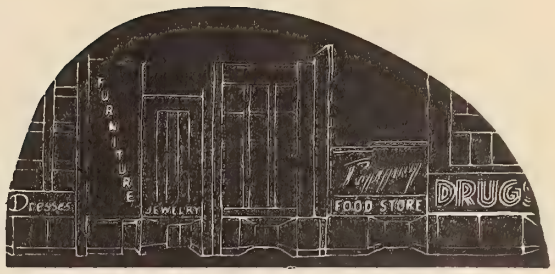
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CENTRAL BUSINESS DISTRICT STATISTICS



Miami, Florida

1954 Census of Business

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Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

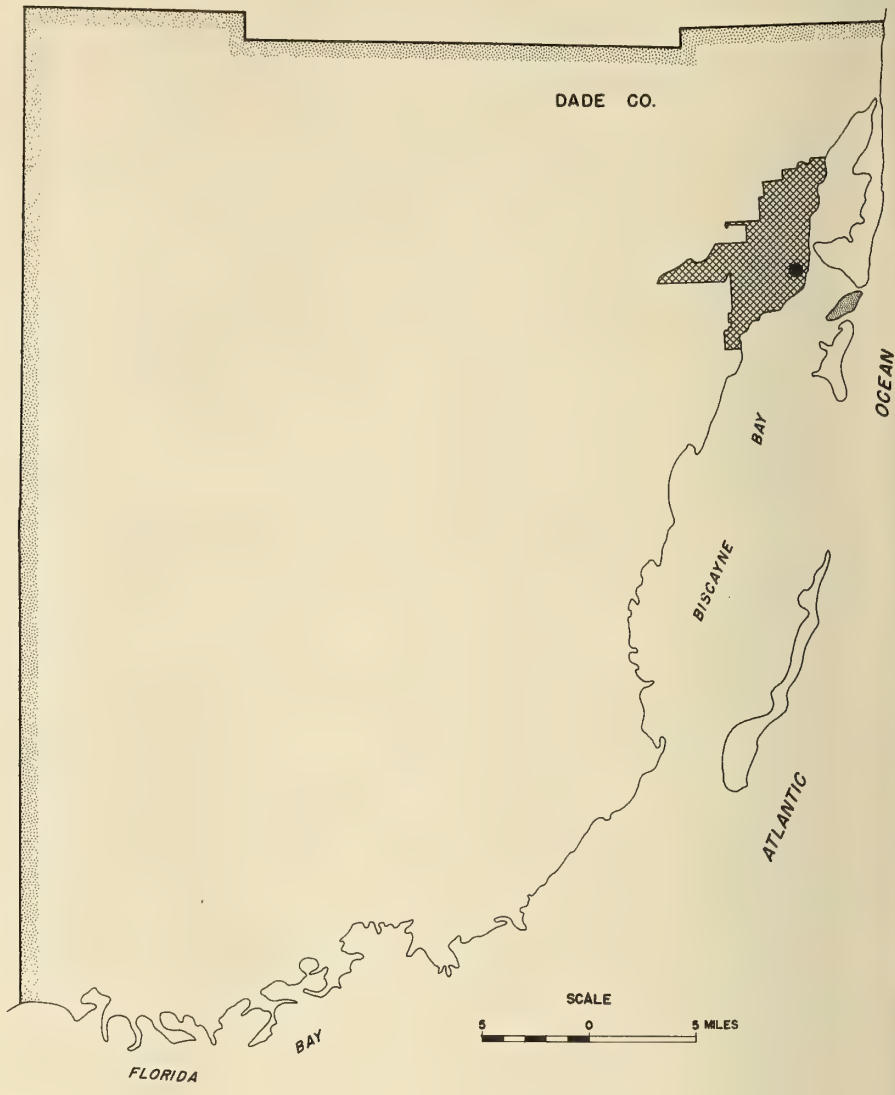
Miami, Florida

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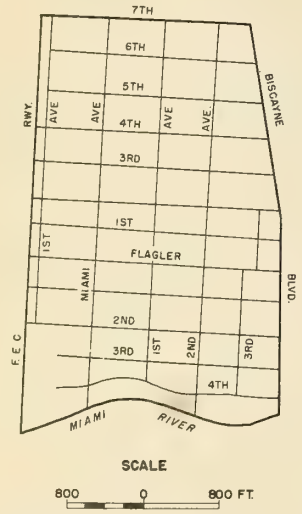
MIAMI, FLORIDA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT





CENTRAL BUSINESS DISTRICT*



*CONSISTS OF TRACT A-37.1

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF MIAMI

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	567	124,764	20,821	615	111,656	18,139
Food stores	36	4,174	325	38	3,661	411
Eating, drinking places	142	12,208	2,629	164	12,400	2,678
Eating places	92	8,257	1,994	123	8,840	2,119
Drinking places	50	3.951	635	41	3,560	559
General merchandise group	25	49,579	9,434	24	38,403	7,104
Department stores	4	39,254	7,831	3	(D)	5,734
Variety stores	4	8,308	1,279	5	7,613	1,097
General merchandise stores, n.e.c	17	2,017	324	16	(D)	273
Apparel, accessories stores	164	30,346	4,503	152	24,576	2,982
Shoe stores	48	7,276	1,066	35	6,030	770
Men's, boys' clothing and furnishings stores[3]	35	5,703	926	35	5,085	656
Family clothing stores[3]	} 58	15,793	2,297	62	12,663	1,494
Women's clothing, specialty stores						
Ready-to-wear stores[3]						
All other apparel stores	12	1,208	214	15	(D)	(D)
Furniture, home furnishings, appliance dealers	24	6,215	918	33	6,700	970
Furniture stores[3]	6	2,406	431	7	2,634	449
Other home furnishings stores[3]	7	1,336	189	13	1,875	218
Household appliance, radio, TV stores	11	2,473	298	9	2,140	303
Automotive group	3	(D)	(D)	5	2,271	265
Passenger car dealers (franchised & nonfranchised)	1	(D)	(D)	2	(D)	(D)
Tire, battery, accessory dealers	1	(D)	(D)	2	(D)	(D)
Other automotive dealers	1	(D)	(D)	1	(D)	(D)
Gasoline service stations	8	1,330	143	9	400	(D)
Lumber, building materials, hardware, farm equip. dealers	2	(D)	(D)	1	(D)	(D)
Hardware stores	...	...	...	...	...	...
Other	2	(D)	(D)	1	(D)	(D)
Drug stores, proprietary stores	10	4,906	936	12	9,954	1,960
Other retail stores[4]	162	10,722	1,371	177	13,175	1,693
Liquor stores	5	357	3	11	617	35
Jewelry stores	42	3,661	479	42	3,894	594
Book, stationery stores	8	1,537	300	11	1,377	315
Sporting goods, bicycle stores	2	(D)	(D)	4	412	32
Florists	4	77	4	4	138	20
Music stores	4	427	64	4	383	45
Camera, photographic supply stores	9	654	48	5	409	36
SELECTED SERVICE TRADES						
Hotels	71	9,157	2,828	91	8,046	2,517
Motion picture theaters	10	3,120	508	10	3,472	586

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF MIAMI

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,578	600,547	67,311	3,552	383,170	47,265
Food stores	723	123,711	8,078	613	71,616	4,752
Eating, drinking places	1,140	56,963	9,792	866	37,122	7,027
Eating places	625	37,337	7,762	514	24,512	5,260
Drinking places	513	19,610	2,030	352	12,610	1,767
General merchandise group	111	76,282	13,800	77	51,420	8,999
Department stores	8	55,791	10,912	5	(D)	(D)
Variety stores	36	14,596	2,213	26	9,265	1,336
General merchandise stores, n.e.c.	67	5,895	675	46	(D)	(D)
Apparel, accessories stores	408	44,523	5,821	304	29,200	3,381
Shoe stores	99	9,685	1,312	53	6,612	815
Men's, boys' clothing and furnishings stores[3]	76	9,187	1,199	57	5,847	740
Family clothing stores[3]						
Women's clothing, specialty stores	156	22,616	3,018	138	15,268	1,721
Ready-to-wear stores[3]						
All other apparel stores	37	2,147	292	38	1,056	105
Furniture, home furnishings, appliance dealers	338	38,803	5,399	252	29,025	4,283
Furniture stores[3]	76	15,038	2,271	70	11,946	1,794
Other home furnishings stores[3]	72	7,406	1,307	59	7,956	1,348
Household appliance, radio, TV stores	138	15,531	1,821	88	8,599	1,140
Automotive group	287	143,109	11,473	233	69,459	7,015
Passenger car dealers (franchised & nonfranchised)	154	126,590	9,507	160	60,015	5,792
Tire, battery, accessory dealers	72	8,693	1,326	42	5,909	928
Other automotive dealers	61	7,826	640	31	3,535	295
Gasoline service stations	417	28,550	2,417	294	14,233	1,487
Lumber, building materials, hardware, farm equip. dealers	181	31,500	3,487	154	25,776	2,955
Hardware stores	68	4,215	465	64	(D)	(D)
Other	113	27,285	3,022	90	(D)	(D)
Drug stores, proprietary stores	213	18,437	2,785	154	18,849	3,144
Other retail stores[4]	760	38,669	4,259	605	36,470	4,211
Liquor stores	125	9,025	571	134	9,046	577
Jewelry stores	78	4,383	560	63	4,368	651
Book, stationery stores	23	2,518	521	17	1,732	377
Sporting goods, bicycle stores	60	2,585	187	32	1,285	101
Florists	54	1,211	239	49	1,572	241
Music stores	29	1,730	193	18	1,665	201
Camera, photographic supply stores	20	1,103	127	14	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	193	12,279	3,574	221	10,775	3,171
Motion picture theaters	32	5,629	1,028	30	[5]5,507	[5]1,011

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 195[illegible] there were 390 such establishments with sales of $13,625,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
MIAMI STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	7,806	972,416	108,944	6,445	573,648	70,348
Food stores	1,154	215,151	14,094	1,096	112,933	7,281
Eating, drinking places	1,848	113,059	21,496	1,717	75,346	14,732
Eating places	1,101	80,937	18,033	1,032	53,954	11,830
Drinking places	741	32,042	3,463	685	21,392	2,902
General merchandise group	217	85,012	14,950	155	59,146	10,007
Department stores	8	55,791	10,912	6	39,117	7,317
Variety stores	78	18,641	2,780	47	12,076	1,765
General merchandise stores, n.e.c.	129	10,552	1,258	102	7,953	925
Apparel, accessories stores	1,001	97,709	12,450	723	59,467	7,006
Shoe stores	177	16,988	2,230	104	10,658	1,299
Men's, boys' clothing and furnishings stores[3]	177	19,057	2,506	124	11,301	1,386
Family clothing stores[3]	} 456	54,568	7,073	350	33,192	3,877
Women's clothing, specialty stores						
Ready-to-wear stores[3]						
All other apparel stores	103	5,180	641	103	3,500	444
Furniture, home furnishings, appliance dealers	524	56,859	8,426	364	36,341	5,132
Furniture stores[3]	107	18,517	2,703	93	14,999	2,097
Other home furnishings stores[3]	85	12,553	2,889	84	9,098	1,531
Household appliance, radio, TV stores	224	21,583	2,457	129	11,322	1,504
Automotive group	350	182,422	14,387	283	76,667	7,705
Passenger car dealers (franchised & nonfranchised)	186	164,319	12,213	189	65,752	6,242
Tire, battery, accessory dealers	96	9,968	1,503	57	6,653	1,021
Other automotive dealers	68	8,135	671	37	4,262	442
Gasoline service stations	712	50,959	4,601	553	27,103	2,630
Lumber, building materials, hardware, farm equip. dealers	331	68,880	6,259	259	43,522	5,499
Hardware stores	133	8,398	933	109	8,630	936
Other	198	60,482	5,326	150	34,892	4,563
Drug stores, proprietary stores	371	35,647	5,205	278	29,444	4,559
Other retail stores[4]	1,298	66,718	7,076	1,017	53,679	5,797
Liquor stores	189	16,497	1,017	208	14,168	897
Jewelry stores	132	6,634	806	96	5,951	823
Book, stationery stores	42	3,421	606	34	2,429	460
Sporting goods, bicycle stores	91	3,461	244	49	1,768	139
Florists	77	2,145	407	70	2,171	323
Music stores	35	2,083	236	23	1,840	218
Camera, photographic supply stores	39	2,188	222	33	1,926	211
SELECTED SERVICE TRADES						
Hotels	587	79,997	20,973	646	48,400	11,598
Motion picture theaters	60	11,332	1,895	55	[5]8,538	[5]1,551

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 545 such establishments with sales of $16,638,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were 2 drive-in theaters in this Standard Metropolitan Area.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF MIAMI, THE ENTIRE CITY, AND THE MIAMI STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	11.2	56.7	75.2	69.5	83.5
Food stores	14.0	72.7	75.9	90.5	93.1
Eating, drinking places	-1.6	53.4	81.0	50.0	60.2
Eating places	-6.6	52.3	85.6	50.0	61.1
Drinking places	11.0	55.5	73.0	49.9	57.5
General merchandise group	29.1	48.4	105.1	43.7	70.8
Department stores	(D)	(D)	(D)	42.6	(D)
Variety stores	9.1	57.5	280.6	54.4	131.5
General merchandise stores, n.e.c	(D)	(D)	(D)	32.7	(D)
Apparel, accessories stores	23.5	52.5	206.6	64.3	93.1
Shoe stores	20.7	46.5	313.9	59.4	109.9
Men's, boys' clothing and furnishings stores[3]	12.2	57.1	357.2	68.6	114.8
Family clothing stores[3]	24.7	48.1	161.9	64.4	88.9
Women's clothing, specialty stores					
Ready-to-wear stores[3]					
All other apparel stores	(D)	103.3	(D)	48.0	(D)
Furniture, home furnishings, appliance dealers	-7.2	33.7	46.0	56.5	70.9
Furniture stores[3]	-8.7	25.9	35.7	23.5	30.3
Other home furnishings stores[3]	-28.8	-6.9	-0.2	38.0	55.3
Household appliance, radio, TV stores	15.6	80.6	102.2	90.6	108.1
Automotive group	(D)	106.0	(D)	137.9	(D)
Passenger car dealers (franchised and nonfranchised)	(D)	110.9	(D)	149.9	(D)
Tire, battery, accessory dealers	(D)	47.1	(D)	49.8	(D)
Other automotive dealers	(D)	121.4	(D)	90.9	(D)
Gasoline service stations	232.5	100.6	96.8	88.0	85.9
Lumber, building materials, hardware, farm equip. dealers	(D)	22.2	(D)	58.3	(D)
Hardware stores	...	(D)	(D)	-2.7	-2.7
Other	(D)	(D)	(D)	73.3	(D)
Drug stores, proprietary stores	-50.7	-2.2	52.1	21.1	57.7
Other retail stores[4]	-18.6	6.0	20.0	24.3	38.2
Liquor stores	-42.1	-0.2	2.8	16.4	19.1
Jewelry stores	-6.0	0.3	52.3	11.5	44.5
Book, stationery stores	11.6	45.4	176.3	40.8	79.1
Sporting goods, bicycle stores	(D)	101.2	(D)	95.8	(D)
Florists	-44.2	-23.0	-20.9	-1.2	1.7
Music stores	11.5	3.9	1.6	13.2	13.7
Camera, photographic supply stores	59.9	(D)	(D)	13.6	1.1
SELECTED SERVICE TRADES					
Hotels	13.8	14.0	14.4	65.3	75.5
Motion picture theaters	-10.1	2.2	23.3	[5]32.7	[5]415.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MIAMI AND MIAMI STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	20.7	29.1	12.8	19.5
Food stores	3.4	5.1	1.9	3.2
Eating, drinking places	21.4	33.4	10.8	16.5
Eating places	22.1	36.1	10.2	16.4
Drinking places	20.1	28.2	12.3	16.6
General merchandise group	65.0	74.7	58.3	64.9
Department stores	70.4	(D)	70.4	(D)
Variety stores	56.9	82.2	44.6	63.0
General merchandise stores, n.e.c	34.2	(D)	19.1	(D)
Apparel, accessories stores	68.2	84.2	31.1	41.3
Shoe stores	75.1	91.2	42.8	56.6
Men's, boys' clothing and furnishings stores[2]	62.1	87.0	29.9	45.0
Family clothing stores[2]	} 69.8	82.9	28.9	38.2
Women's clothing, specialty stores				
Ready-to-wear stores[2]				
All other apparel stores	56.3	(D)	23.3	(D)
Furniture, home furnishings, appliance dealers	16.0	23.1	10.9	18.4
Furniture stores[2]	16.0	22.0	13.0	17.6
Other home furnishings stores[2]	18.0	23.6	10.6	20.6
Household appliance, radio, TV stores	15.9	24.9	11.5	18.9
Automotive group	(D)	3.3	(D)	3.0
Passenger car dealers (franchised and nonfranchised)	(D)	(D)	(D)	(D)
Tire, battery, accessory dealers	(D)	(D)	(D)	(D)
Other automotive dealers	(D)	(D)	(D)	(D)
Gasoline service stations	4.7	2.8	2.6	1.5
Lumber, building materials, hardware, farm equip. dealers	(D)	(D)	(D)	(D)
Hardware stores	...	(D)	...	...
Other	(D)	(D)	(D)	(D)
Drug stores, proprietary stores	26.6	52.8	13.8	33.8
Other retail stores	27.7	36.1	16.1	24.5
Liquor stores	4.0	6.8	2.2	4.4
Jewelry stores	83.5	89.1	55.2	65.4
Book, stationery stores	61.0	79.5	44.9	56.7
Sporting goods, bicycle stores	(D)	32.1	(D)	23.3
Florists	6.4	8.8	3.6	6.4
Music stores	24.7	23.0	20.5	20.8
Camera, photographic supply stores	59.3	(D)	29.9	21.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF MIAMI, THE ENTIRE CITY, AND THE MIAMI STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	3.3	3.3	20.4	18.7	22.1	19.7
Eating, drinking places	9.8	11.1	9.5	9.7	11.6	13.1
Eating places	6.6	7.9	6.2	6.4	8.3	9.4
Drinking places	3.2	3.2	3.3	3.3	3.3	3.7
General merchandise group	39.8	34.4	12.7	13.4	8.7	10.3
Department stores	31.5	(D)	9.3	(D)	5.7	6.8
Variety stores	6.7	6.8	2.4	2.4	1.9	2.1
General merchandise stores, n.e.c.	1.6	(D)	1.0	(D)	1.1	1.4
Apparel, accessories stores	24.3	22.0	7.4	7.6	10.1	10.4
Shoe stores	5.8	5.4	1.6	1.7	1.7	1.9
Men's, boys' clothing and furnishings stores[1]	4.6	4.6	1.5	1.5	2.0	2.0
Family clothing stores[1]	12.7	11.3	3.9	4.0	5.6	5.8
Women's clothing, specialty stores						
Ready-to-wear stores[1]						
All other apparel stores	1.0	(D)	0.4	0.4	0.5	0.6
Furniture, home furnishings, appliance dealers	5.0	6.0	6.5	7.6	5.8	6.3
Furniture stores[1]	1.9	2.4	2.5	3.2	1.9	2.6
Other home furnishings stores[1]	1.1	1.7	1.2	2.2	1.3	1.6
Household appliance, radio, TV stores	2.0	1.9	2.6	2.2	2.2	2.0
Automotive group	(D)	2.0	23.8	18.1	18.8	13.4
Passenger car dealers (franchised and nonfranchised)	(D)	(D)	21.1	15.7	17.0	11.6
Tire, battery, accessory dealers	(D)	(D)	1.4	1.5	1.0	1.1
Other automotive dealers	(D)	(D)	1.3	0.9	0.8	0.7
Gasoline service stations	1.1	0.4	4.8	3.7	5.2	4.7
Lumber, building materials, hardware, farm equipment dealers	(D)	(D)	5.2	6.7	7.1	7.6
Hardware stores	...	...	0.7	(D)	0.9	1.5
Other	(D)	(D)	4.5	(D)	6.2	6.1
Drug stores, proprietary stores	3.9	8.9	3.1	4.9	3.7	5.1
Other retail stores	8.6	11.8	6.4	9.6	6.9	9.4
Liquor stores	0.3	0.6	1.5	2.4	1.7	2.5
Jewelry stores	2.9	3.5	0.7	1.1	0.7	1.0
Book, stationery stores	1.2	1.2	0.4	0.5	0.4	0.4
Sporting goods, bicycle stores	(D)	0.4	0.4	0.3	0.4	0.3
Florists	0.1	0.1	0.2	0.4	0.2	0.4
Music stores	0.3	0.3	0.3	0.4	0.2	0.3
Camera, photographic supply stores	0.5	0.4	0.2	(D)	0.2	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—14 (REVISED)

CENTRAL BUSINESS DISTRICT STATISTICS



Waterbury, Connecticut

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

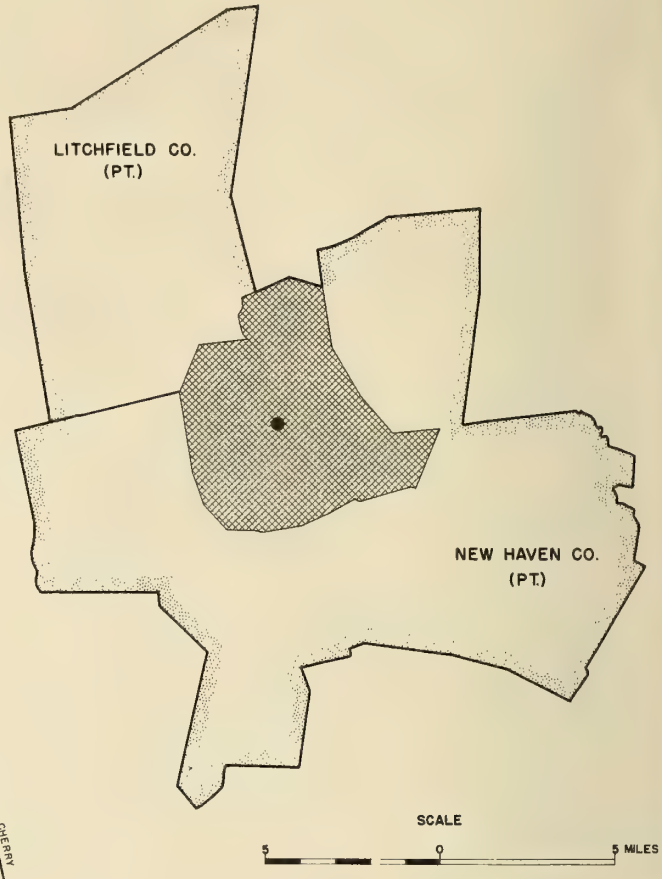
Waterbury, Connecticut

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WATERBURY, CONNECTICUT

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT





CENTRAL BUSINESS DISTRICT*



*CONSISTS OF TRACT W-1

● CENTRAL BUSINESS DISTRICT

AREA OF CITY

STANDARD METROPOLITAN AREA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF WATERBURY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	497	72,650	10,924	589	65,325	9,126
Food stores	71	11,167	1,005	81	9,150	797
Eating, drinking places	100	4,515	897	111	4,707	924
Eating places	60	2,897	644	56	2,763	610
Drinking places	38	1,606	253	55	1,944	314
General merchandise group	16	9,383	1,618	23	8,616	1,246
Variety stores	4	(D)	(D)	6	3,333	432
General merchandise stores (except variety)	12	(D)	(D)	17	5,283	814
Apparel, accessories stores	121	15,582	2,598	116	14,198	2,113
Shoe stores	23	(D)	(D)	19	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	22	2,888	463	29	2,909	346
Family clothing stores[3]	3	1,308	206	4	(D)	(D)
Women's clothing, specialty stores	54	7,980	1,478	43	5,054	844
Ready-to-wear stores[3]	28	7,133	1,339	27	(D)	(D)
All other apparel stores	13	1,104	161	19	(D)	(D)
Furniture, home furnishings, appliance dealers	49	8,787	1,544	49	6,677	1,187
Furniture, home furnishings stores, antique stores[3]	31	5,921	1,141	37	5,012	929
Household appliance, radio, TV stores	14	2,808	403	12	1,665	258
Automotive group	22	11,355	1,535	23	9,423	1,111
Gasoline service stations	13	706	51	23	862	76
Lumber, building materials, hardware, farm equip. dealers	12	2,837	482	15	3,730	629
Hardware stores	2	(D)	(D)	5	804	118
Other	10	(D)	(D)	10	2,926	511
Drug stores, proprietary stores	15	1,536	210	16	1,777	250
Other retail stores[4]	78	6,782	984	132	6,185	793
Liquor stores	16	1,018	50	28	1,086	40
Jewelry stores	17	2,311	491	14	1,376	313
Book, stationery stores	5	1,039	175	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	6	(D)	324	8	832	289
Motion picture theaters	3	(D)	(D)	5	1,017	176

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF WATERBURY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,332	134,748	16,380	1,459	108,868	12,294
Food stores	338	35,890	2,673	406	26,763	1,709
Eating, drinking places	266	9,769	1,585	285	9,044	1,517
Eating places	157	5,884	1,059	115	4,367	881
Drinking places	107	3,873	526	170	4,677	636
General merchandise group	31	10,083	1,656	42	8,950	1,253
Variety stores	6	4,101	712	11	(D)	(D)
General merchandise stores (except variety)	25	5,982	944	31	(D)	(D)
Apparel, accessories stores	152	16,596	2,649	131	15,043	2,163
Shoe stores	24	2,180	291	20	1,514	183
Men's, boys' clothing and furnishings stores[3]	29	3,307	486	29	2,909	346
Family clothing stores[3]	7	1,616	220	6	3,364	499
Women's clothing, specialty stores	59	8,144	1,488	46	(D)	(D)
Ready-to-wear stores[3]	32	7,289	1,349	29	4,276	744
All other apparel stores	21	1,221	164	23	(D)	(D)
Furniture, home furnishings, appliance dealers	77	11,342	1,882	69	7,306	1,220
Furniture, home furnishings stores, antique stores[3]	43	7,413	1,346	40	(D)	(D)
Household appliance, radio, TV stores	30	3,871	536	21	(D)	(D)
Automotive group	55	19,943	2,439	55	16,480	1,690
Gasoline service stations	90	4,714	346	117	4,078	243
Lumber, building materials, hardware, farm equip. dealers	38	8,173	1,249	34	6,341	931
Hardware stores	15	554	66	18	1,257	145
Other	23	7,619	1,183	16	5,084	786
Drug stores, proprietary stores	55	4,022	460	55	3,519	395
Other retail stores[4]	230	14,216	1,441	265	11,342	1,173
Liquor stores	68	3,213	106	101	3,218	90
Jewelry stores	20	2,416	491	14	1,376	313
Book, stationery stores	7	(D)	(D)	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	6	(D)	324	8	832	289
Motion picture theaters	11	1,152	232	10	1,306	239

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 67 such establishments with sales of $3,367,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
WATERBURY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,843	181,545	20,798	1,939	138,808	15,086
Food stores	437	48,976	3,487	515	35,178	2,141
Eating, drinking places	376	14,584	2,446	396	12,579	2,135
Eating places	189	8,097	1,568	167	6,107	1,178
Drinking places	185	6,475	878	229	6,472	957
General merchandise group	40	11,278	1,850	53	9,701	1,324
Variety stores	10	4,695	801	15	(D)	(D)
General merchandise stores (except variety)	30	6,583	1,049	38	(D)	(D)
Apparel, accessories stores	180	18,135	2,793	155	16,765	2,362
Shoe stores	27	2,346	304	23	1,607	188
Men's, boys' clothing and furnishings stores[3]	34	3,599	513	33	3,153	366
Family clothing stores[3]	13	2,169	271	11	4,289	625
Women's clothing, specialty stores	67	8,448	1,529	54	5,467	885
Ready-to-wear stores[3]	35	7,477	1,382	34	4,520	773
All other apparel stores	25	1,431	176	25	2,079	298
Furniture, home furnishings, appliance dealers	109	12,859	2,100	86	8,429	1,357
Furniture, home furnishings stores, antique stores[3]	54	8,424	1,517	45	5,772	1,038
Household appliance, radio, TV stores	49	4,355	583	32	2,465	319
Automotive group	80	28,780	3,156	75	20,157	2,134
Gasoline service stations	137	7,579	528	180	6,246	354
Lumber, building materials, hardware, farm equip. dealers	81	13,885	1,874	62	9,569	1,304
Hardware stores	40	(D)	(D)	31	(D)	(D)
Other	41	(D)	(D)	31	(D)	(D)
Drug stores, proprietary stores	76	5,450	584	76	4,445	475
Other retail stores[4]	327	20,019	1,980	341	15,739	1,500
Liquor stores	101	4,611	137	132	4,336	108
Jewelry stores	23	2,726	526	18	1,559	328
Book, stationery stores	8	(D)	(D)	7	388	65
SELECTED SERVICE TRADES						
Hotels	10	(D)	(D)	9	(D)	(D)
Motion picture theaters	15	1,365	272	13	1,458	278

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 86 such establishments with sales of $3,665,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF WATERBURY, THE ENTIRE CITY, AND THE WATERBURY STANDARD METROPOLITAN AREA

Kind of business	Percent change [1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	11.2	23.8	42.6	30.8	48.2
Food stores	22.0	34.1	40.4	39.2	45.3
Eating, drinking places	-4.1	8.0	21.1	15.9	27.9
Eating places	4.8	34.7	86.2	32.6	55.5
Drinking places	-17.4	-17.2	-17.1	0.0	7.5
General merchandise group	8.9	12.7	109.6	16.3	74.7
Variety stores	(D)	(D)	(D)	(D)	(D)
General merchandise stores (except variety)	(D)	(D)	(D)	(D)	(D)
Apparel, accessories stores	9.7	10.3	20.0	8.2	-0.5
Shoe stores	(D)	44.0	(D)	46.0	(D)
Men's, boys' clothing and furnishings stores[3]	1.0	13.7	XXX	14.1	191.4
Family clothing stores[3]	(D)	-52.0	(D)	-49.4	(D)
Women's clothing, specialty stores	57.9	(D)	(D)	54.5	13.3
Ready-to-wear stores[3]	(D)	70.5	(D)	65.4	(D)
All other apparel stores	(D)	(D)	(D)	-31.2	(D)
Furniture, home furnishings, appliance dealers	31.6	55.2	306.2	52.6	132.4
Furniture, home furnishings stores, antique stores[3]	18.1	(D)	(D)	45.9	229.3
Household appliance, radio, TV stores	68.6	(D)	(D)	76.7	93.4
Automotive group	20.5	21.0	21.7	42.8	62.3
Gasoline service stations	-18.1	15.6	24.6	21.3	27.7
Lumber, building materials, hardware, farm equip. dealers	-24.0	28.9	104.4	45.1	89.2
Hardware stores	(D)	-55.9	(D)	(D)	(D)
Other	(D)	49.9	(D)	(D)	(D)
Drug stores, proprietary stores	-13.6	14.3	42.7	22.6	46.7
Other retail stores[4]	9.7	25.3	44.2	27.2	38.5
Liquor stores	-6.3	-0.2	3.0	6.3	10.6
Jewelry stores	68.0	75.6	XXX	74.9	126.8
Book, stationery stores	173.4	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	(D)	(D)	(D)	(D)	(D)
Motion picture theaters	(D)	-11.8	(D)	-6.4	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WATERBURY CITY AND OF WATERBURY STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	53.9	60.0	40.0	47.1
Food stores	31.1	34.2	22.8	26.0
Eating, drinking places	46.2	52.0	31.0	37.4
Eating places	49.2	63.3	35.8	45.2
Drinking places	41.5	41.6	24.8	30.0
General merchandise group	93.1	96.3	83.2	88.8
Variety stores	(D)	(D)	(D)	(D)
General merchandise stores (except variety)	(D)	(D)	(D)	(D)
Apparel, accessories stores	93.9	94.4	85.9	84.7
Shoe stores	(D)	(D)	(D)	(D)
Men's, boys' clothing and furnishings stores[2]	87.3	100.0	80.2	92.2
Family clothing stores[2]	80.9	(D)	60.3	(D)
Women's clothing, specialty stores	98.1	(D)	94.5	92.4
Ready-to-wear stores[2]	97.9	(D)	95.4	(D)
All other apparel stores	90.4	(D)	77.1	(D)
Furniture, home furnishings, appliance dealers	77.5	91.4	68.3	79.2
Furniture, home furnishings stores, antique stores[2]	79.9	(D)	70.3	86.8
Household appliance, radio, TV stores	72.5	(D)	64.5	67.5
Automotive group	56.9	57.2	39.5	46.7
Gasoline service stations	15.0	21.1	9.3	13.8
Lumber, building materials, hardware, farm equip. dealers	34.7	58.8	20.4	39.0
Hardware stores	(D)	64.0	(D)	(D)
Other	(D)	57.6	(D)	(D)
Drug stores, proprietary stores	38.2	50.5	28.2	40.0
Other retail stores[3]	47.7	54.5	33.9	39.2
Liquor stores	31.7	33.7	22.1	25.0
Jewelry stores	95.7	100.0	84.8	88.3
Book, stationery stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WATERBURY, THE ENTIRE CITY, AND THE WATERBURY STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	15.4	14.0	26.6	24.6	27.0	25.3
Eating, drinking places	6.2	7.2	7.2	8.3	8.0	9.1
Eating places	4.0	4.2	4.3	4.0	4.4	4.4
Drinking places	2.2	3.0	2.9	4.3	3.6	4.7
General merchandise group	12.9	13.2	7.5	8.2	6.2	7.0
Variety stores	(D)	5.1	3.0	(D)	2.6	(D)
General merchandise stores (except variety)	(D)	8.1	4.5	(D)	3.6	(D)
Apparel, accessories stores	21.5	21.8	12.3	13.9	10.0	12.1
Shoe stores	(D)	(D)	1.6	1.4	1.3	1.2
Men's, boys' clothing and furnishings stores[1]	4.0	4.4	2.5	2.6	2.0	2.3
Family clothing stores[1]	1.8	(D)	1.2	3.1	1.2	3.1
Women's clothing, specialty stores	11.0	7.8	6.0	(D)	4.7	4.0
Ready-to-wear stores[1]	9.8	(D)	5.4	3.9	4.1	3.3
All other apparel stores	1.5	(D)	0.9	(D)	0.8	1.5
Furniture, home furnishings, appliance dealers	12.1	10.2	8.4	6.8	7.1	6.1
Furniture, home furnishings stores, antique stores[1]	8.2	7.7	5.3	(D)	4.6	4.3
Household appliance, radio, TV stores	3.9	2.5	2.9	(D)	2.4	1.8
Automotive group	15.6	14.4	14.8	15.1	15.9	14.5
Gasoline service stations	1.0	1.3	3.5	3.7	4.2	4.5
Lumber, building materials, hardware, farm equipment dealers	3.9	5.7	6.1	5.8	7.6	6.9
Hardware stores	(D)	1.2	0.4	1.2	(D)	(D)
Other	(D)	4.5	5.7	4.6	(D)	(D)
Drug stores, proprietary stores	2.1	2.7	3.0	3.2	3.0	3.2
Other retail stores[2]	9.3	9.5	10.6	10.4	11.0	11.3
Liquor stores	1.4	1.7	2.4	3.0	2.5	3.1
Jewelry stores	3.2	2.1	1.8	1.3	1.5	1.1
Book, stationery stores	1.4	(D)	(D)	(D)	(D)	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



St. Paul, Minnesota

1954 Census of Business

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business, with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 50 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

lepartments. In addition to the material included in KIND-)F-BUSINESS CLASSIFICATION, below, reference should)e made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of)usiness where the change in leased department procedure night have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased lepartments.

(6) One other important difference in the two Censuses is n the treatment of sales and excise taxes levied directly on he consumer. In the 1948 Census of Business such taxes vere not included in total sales and receipts of retail estab-ishments, hotels, and motion picture theaters, whereas they vere included in the 1954 Census. The effect of this change aries from State to State depending on whether there was State sales tax law and on what items the tax law applied. n general the tax is about two or three percent on the items overed. The Federal excise taxes on retail sales, while a igher percentage, were limited to selected items, and gen-rally did not constitute a large fraction of total retail ales. Similar levies on the consumer in the case of motion)icture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in omparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would dis-lose the operations of an individual establishment or busi-ness organization are not published. The number of stablishments in a kind of business is not considered a dis-losure by Census rules, so that this item is shown in instances where other items of information for the same establishments re suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a ummary of reports for individual establishments rather than or companies. A separate report was obtained for each ocation where business was conducted, including each loca-ion of multiunit organizations. Each report in the census vas tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership asis, in certain tables the establishment figures are grouped nto ownership categories. This will be the case in the orthcoming retail trade bulletin "Single Units and Multi-nits" and in a planned company statistics bulletin covering ompany activities in all parts of the 1954 Censuses of Busi-ness, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single stablishment, the entire establishment was classified on the asis of its major activity and all data for it included in that lassification. However, when these activities were con-ucted by separate business entities, each entity was treated s an establishment. Thus, a leased department in a depart-ment store was treated as a separate establishment and is in-luded in these tabulations on the basis of its activities rather han as a part of the store within which it operates. (See OMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to he retail stores, hotels, or motion picture theaters of the rganization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included n later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the abulations, were separately identified.

Sales.—Sales are defined to include total receipts from ustomers during 1954, after deduction of refunds or allow-nces for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, s well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

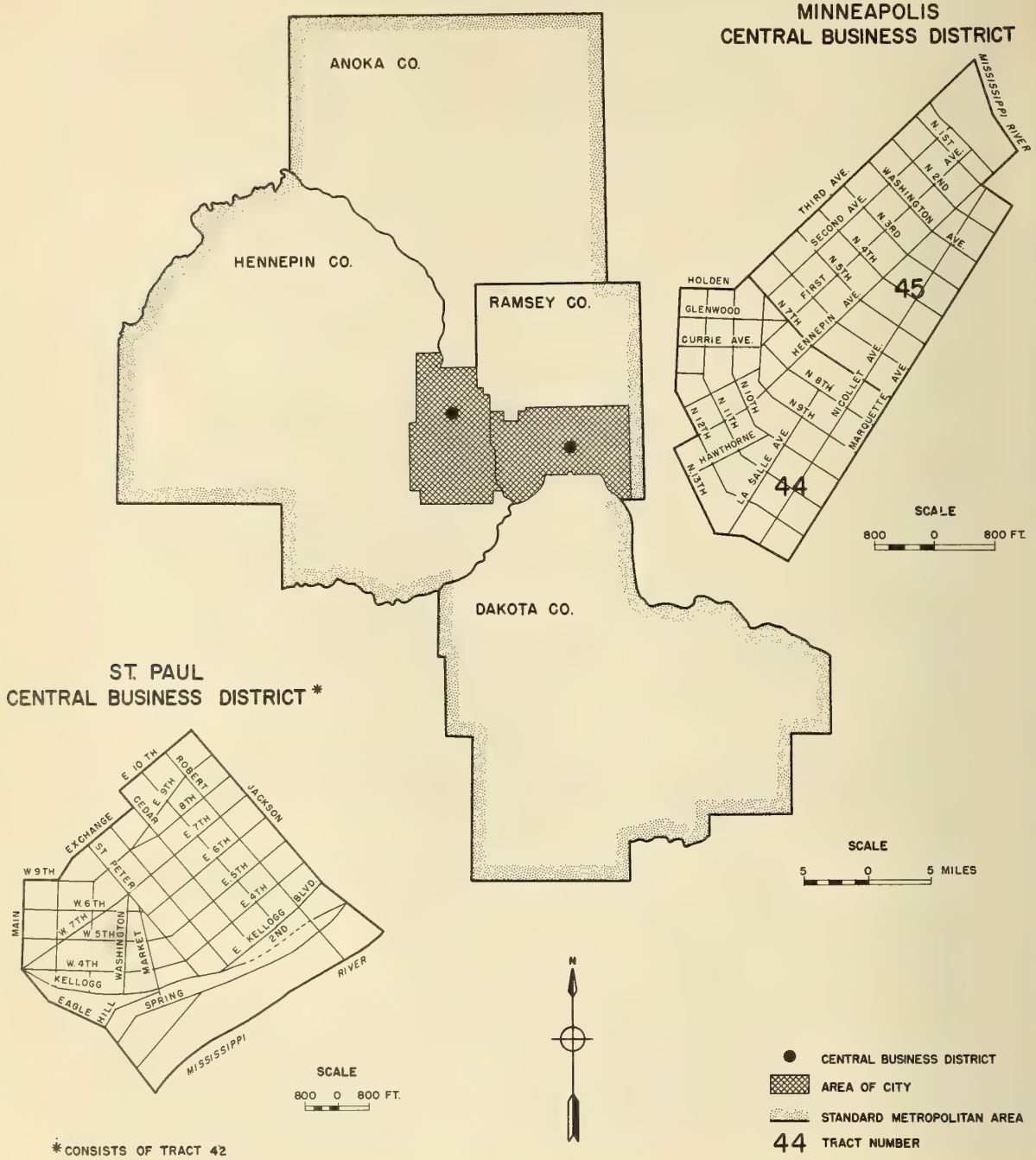
St. Paul, Minnesota

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MINNEAPOLIS-ST. PAUL, MINNESOTA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICTS



*CONSISTS OF TRACT 42

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF ST. PAUL

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	456	115,167	19,978	520	121,898	20,662
Food stores	32	4,370	540	41	6,313	644
Eating, drinking places	89	6,034	1,749	104	7,664	2,016
Eating places	59	3,680	1,181	67	4,721	1,355
Drinking places	30	2,354	568	37	2,943	661
General merchandise group	14	43,775	7,625	15	44,562	8,162
Department stores	3	(D)	(D)	4	39,266	7,270
Variety stores	7	5,028	893	7	5,151	878
General merchandise stores, n.e.c	4	(D)	(D)	4	145	14
Apparel, accessories stores	109	25,487	4,388	114	24,903	4,073
Shoe stores	28	2,878	387	26	2,310	264
Men's, boys' clothing and furnishings stores[3]	20	3,681	695	21	3,420	541
Family clothing stores[3]	5	(D)	(D)	9	10,067	1,757
Women's clothing, specialty stores	37	13,966	2,286	32	(D)	(D)
Ready-to-wear stores[3]	18	8,383	1,550	19	6,743	868
All other apparel stores	17	(D)	(D)	25	(D)	(D)
Furniture, home furnishings, appliance dealers	31	10,352	2,001	33	10,291	1,881
Furniture stores[3]	15	7,728	1,481	13	7,815	1,460
Other home furnishings stores[3]	5	972	164	7	871	229
Household appliance, radio, TV stores	11	1,652	356	10	1,527	192
Automotive group	7	9,594	1,027	11	6,410	726
Passenger car dealers (franchised & nonfranchised)	3	8,282	812	5	4,894	535
Tire, battery, accessory dealers	4	1,312	215	6	1,516	191
Other automotive dealers	...	...	...	...	...	...
Gasoline service stations	13	(D)	(D)	19	925	118
Lumber, building materials, hardware, farm equip. dealers	1	(D)	(D)	6	647	118
Hardware stores	1	(D)	(D)	3	351	62
Other	...	...	...	3	296	56
Drug stores, proprietary stores	12	2,901	480	12	4,067	517
Other retail stores[4]	148	11,433	1,976	165	16,116	2,407
Liquor stores	8	1,657	122	12	1,739	86
Jewelry stores	32	2,851	554	33	2,820	476
Book, stationery stores	11	542	97	10	2,641	345
Sporting goods, bicycle stores	6	1,201	220	9	1,412	268
Florists	6	625	181	8	692	199
Music stores	12	658	102	10	598	75
Camera, photographic supply stores	7	890	123	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	16	4,871	1,993	23	4,135	1,408
Motion picture theaters	7	1,545	371	8	1,841	369

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF ST. PAUL

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,973	400,765	(D)	2,833	(D)	(D)
Food stores	759	96,958	7,526	865	72,984	4,204
Eating, drinking places	618	30,216	6,951	578	28,506	6,527
Eating places	322	14,860	3,831	266	12,589	3,260
Drinking places	296	15,356	3,120	312	15,917	3,267
General merchandise group	66	60,011	9,720	77	(D)	(D)
Department stores	4	51,619	8,419	5	(D)	(D)
Variety stores	41	6,743	1,112	52	6,632	1,043
General merchandise stores, n.e.c	21	1,647	189	20	1,719	196
Apparel, accessories stores	207	31,430	5,100	186	27,577	4,347
Shoe stores	47	(D)	(D)	39	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	39	(D)	(D)	37	(D)	(D)
Family clothing stores[3]	13	4,691	829	16	(D)	(D)
Women's clothing, specialty stores	56	14,899	(D)	54	7,659	987
Ready-to-wear stores[3]	31	9,234	1,668	31	7,196	922
All other apparel stores	44	2,213	460	34	(D)	(D)
Furniture, home furnishings, appliance dealers	164	22,943	3,807	110	15,687	2,664
Furniture stores[3]	39	11,381	1,915	31	(D)	(D)
Other home furnishings stores	30	(D)	(D)	19	1,935	407
Household appliance, radio, TV stores	77	7,390	(D)	46	(D)	(D)
Automotive group	101	66,074	7,992	107	55,433	6,085
Passenger car dealers (franchised & nonfranchised)	63	59,789	7,003	71	50,063	5,640
Tire, battery, accessory dealers	26	(D)	(D)	25	2,946	350
Other automotive dealers	10	(D)	(D)	11	2,424	95
Gasoline service stations	387	24,177	2,074	336	14,895	1,263
Lumber, building materials, hardware, farm equip. dealers	140	20,855	3,333	109	13,414	1,978
Hardware stores	58	5,841	840	54	(D)	(D)
Other	82	15,014	2,493	55	(D)	(D)
Drug stores, proprietary stores	110	15,456	(D)	120	12,047	1,465
Other retail stores[4]	421	32,645	4,044	345	36,327	4,311
Liquor stores	48	8,551	494	42	6,004	327
Jewelry stores	63	3,460	613	50	(D)	(D)
Book, stationery stores	26	908	121	13	2,763	359
Sporting goods, bicycle stores	20	1,643	269	28	1,784	275
Florists	40	2,127	428	23	(D)	(D)
Music stores	20	984	(D)	13	(D)	(D)
Camera, photographic supply stores	10	914	(D)	7	762	44
SELECTED SERVICE TRADES						
Hotels	25	5,629	2,235	31	4,829	1,588
Motion picture theaters	25	2,457	622	30	[5]3,060	[5]675

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 210 such establishments with sales of $40,267,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	10,444	1,426,848	185,147	9,916	(D)	(D)
Food stores	2,468	325,837	23,974	2,918	232,680	13,970
Eating, drinking places	2,194	117,350	27,477	2,036	102,072	22,680
Eating places	1,262	65,029	17,019	1,038	51,538	12,949
Drinking places	930	52,131	10,458	998	50,534	9,731
General merchandise group	287	204,045	37,528	255	(D)	(D)
Department stores	12	174,899	32,941	11	(D)	(D)
Variety stores	161	20,285	3,575	152	17,994	3,101
General merchandise stores, n.e.c.	114	8,861	1,012	92	13,989	1,559
Apparel, accessories stores	725	106,487	16,395	639	90,576	13,076
Shoe stores	154	14,602	2,011	109	11,935	1,364
Men's, boys' clothing and furnishings stores[3]	125	20,430	3,269	132	20,975	2,743
Family clothing stores[3]	58	18,433	3,238	53	21,176	3,166
Women's clothing, specialty stores	224	42,962	6,034	186	27,297	3,733
Ready-to-wear stores[3]	140	26,662	4,524	113	25,719	3,526
All other apparel stores	134	9,394	1,843	131	8,684	2,070
Furniture, home furnishings, appliance dealers	617	77,569	12,370	408	55,160	8,921
Furniture stores[3]	151	38,379	5,962	105	29,309	5,110
Other home furnishings stores	113	12,947	2,890	69	8,817	1,628
Household appliance, radio, TV stores	249	23,511	3,518	184	15,771	2,183
Automotive group	353	243,959	25,754	395	191,754	19,712
Passenger car dealers (franchised & nonfranchised)	249	228,917	23,578	294	177,858	18,137
Tire, battery, accessory dealers	73	9,577	1,500	70	8,513	1,280
Other automotive dealers	29	5,449	676	31	5,383	295
Gasoline service stations	1,329	84,669	7,398	1,242	55,780	4,585
Lumber, building materials, hardware, farm equip. dealers	635	104,899	14,151	470	68,970	8,486
Hardware stores	304	24,363	3,174	246	17,206	2,081
Other	329	80,442	10,977	224	51,764	6,405
Drug stores, proprietary stores	377	51,619	7,436	402	41,100	5,186
Other retail stores[4]	1,459	110,414	12,664	1,151	100,097	10,919
Liquor stores	200	33,400	1,975	187	20,891	1,003
Jewelry stores	186	9,709	1,447	155	10,898	1,684
Book, stationery stores	63	4,798	1,014	55	7,420	1,066
Sporting goods, bicycle stores	73	4,778	599	68	3,637	491
Florists	118	4,987	976	73	3,367	684
Music stores	55	4,918	809	49	4,512	667
Camera, photographic supply stores	23	2,627	393	18	1,899	150
SELECTED SERVICE TRADES						
Hotels	140	22,776	8,637	156	19,267	6,625
Motion picture theaters	91	9,873	2,383	106	[5]10,491	[5]2,608

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 711 such establishments with sales of $105,171,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were 2 drive-in theaters in this Standard Metropolitan Area in 1948.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF ST. PAUL, THE ENTIRE CITY, AND THE MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-5.5	(D)	(D)	(D)	(D)
Food stores	-30.8	32.8	38.9	40.0	42.0
Eating, drinking places	-21.3	6.0	16.0	15.0	17.9
Eating places	-22.1	18.0	42.1	26.2	31.0
Drinking places	-20.0	-3.5	0.2	3.2	4.6
General merchandise group	-1.8	(D)	(D)	(D)	(D)
Department stores	(D)	(D)	(D)	(D)	(D)
Variety stores	-2.4	1.7	15.8	12.7	18.8
General merchandise stores, n.e.c	(D)	-4.2	(D)	-36.7	(D)
Apparel, accessories stores	2.3	14.0	122.3	17.6	23.3
Shoe stores	24.6	(D)	(D)	22.3	21.8
Men's, boys' clothing and furnishings stores[3]	7.6	(D)	(D)	-2.6	-4.6
Family clothing stores[3]	(D)	(D)	(D)	-13.0	(D)
Women's clothing, specialty stores	(D)	94.5	(D)	57.4	(D)
Ready-to-wear stores[3]	24.3	28.3	87.9	3.7	-3.7
All other apparel stores	(D)	(D)	(D)	8.2	(D)
Furniture, home furnishings, appliance dealers	0.6	46.3	133.3	40.6	49.8
Furniture stores[3]	-1.1	(D)	(D)	30.9	42.6
Other home furnishings stores[3]	11.6	(D)	(D)	46.8	50.7
Household appliance, radio, TV stores	8.2	(D)	(D)	49.1	53.5
Automotive group	49.7	19.2	15.2	27.2	26.4
Passenger car dealers (franchised and nonfranchised)	69.2	19.4	14.0	28.7	27.6
Tire, battery, accessory dealers	-13.5	(D)	(D)	12.5	18.1
Other automotive dealers	...	(D)	(D)	1.2	1.2
Gasoline service stations	(D)	62.3	(D)	51.8	(D)
Lumber, building materials, hardware, farm equip. dealers	(D)	55.5	(D)	52.1	(D)
Hardware stores	(D)	(D)	(D)	41.6	(D)
Other	XXX	(D)	XXX	55.4	XXX
Drug stores, proprietary stores	-28.7	28.3	57.3	25.6	31.6
Other retail stores[4]	-29.1	-10.1	5.0	10.3	17.9
Liquor stores	-4.7	42.4	61.6	59.9	65.7
Jewelry stores	1.1	(D)	(D)	-10.9	-15.1
Book, stationery stores	-79.5	-67.1	200.0	-35.3	-11.0
Sporting goods, bicycle stores	-14.9	-7.9	18.8	31.4	60.8
Florists	-9.7	(D)	(D)	48.1	63.1
Music stores	10.0	(D)	(D)	9.0	8.8
Camera, photographic supply stores	(D)	19.9	(D)	38.3	(D)
SELECTED SERVICE TRADES					
Hotels	17.8	16.6	9.2	18.2	18.3
Motion picture theaters	-16.1	-19.7	-25.2	[5]-5.9	[5]-2.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only.

XXX Not applicable.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ST. PAUL CITY AND OF MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	28.7	(D)	8.1	(D)
Food stores	4.5	8.6	1.3	2.7
Eating, drinking places	20.0	26.9	5.1	7.5
Eating places	24.8	37.5	5.7	9.2
Drinking places	15.3	18.5	4.5	5.8
General merchandise group	72.9	(D)	21.5	(D)
Department stores	(D)	(D)	(D)	(D)
Variety stores	74.6	77.7	24.8	28.6
General merchandise stores, n.e.c	(D)	8.4	(D)	1.0
Apparel, accessories stores	81.1	90.3	23.9	27.5
Shoe stores	(D)	(D)	19.7	19.4
Men's, boys' clothing and furnishings stores[2]	(D)	(D)	18.0	11.5
Family clothing stores[2]	(D)	(D)	(D)	47.5
Women's clothing, specialty stores	93.7	(D)	32.5	(D)
Ready-to-wear stores[2]	90.8	93.7	31.4	26.2
All other apparel stores	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	45.1	65.6	13.3	18.7
Furniture stores[2]	67.9	(D)	20.1	26.7
Other home furnishings stores[2]	(D)	45.0	7.5	9.9
Household appliance, radio, TV stores	22.4	(D)	7.0	9.7
Automotive group	14.5	11.6	3.9	3.3
Passenger car dealers (franchised and nonfranchised)	13.9	9.8	3.6	2.8
Tire, battery, accessory dealers	(D)	51.5	13.7	17.8
Other automotive dealers	...	...	...	...
Gasoline service stations	(D)	6.2	(D)	1.7
Lumber, building materials, hardware, farm equip. dealers	(D)	4.8	(D)	0.9
Hardware stores	(D)	(D)	(D)	2.0
Other	...	(D)	...	0.6
Drug stores, proprietary stores	18.8	33.8	5.6	9.9
Other retail stores[3]	35.0	44.4	10.4	16.1
Liquor stores	19.4	29.0	5.0	8.3
Jewelry stores	82.4	(D)	29.4	25.9
Book, stationery stores	59.7	95.6	11.3	35.6
Sporting goods, bicycle stores	73.1	79.1	25.1	38.8
Florists	29.4	(D)	12.5	20.6
Music stores	66.9	(D)	13.4	13.3
Camera, photographic supply stores	97.4	(D)	33.9	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

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Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ST. PAUL, THE ENTIRE CITY, AND THE MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City[3]	Standard Metropolitan Area[3]
	1954	1948	1954	1954
Retail stores, total	100.0	100.0	100.0	100.0
Food stores	3.8	5.2	24.2	22.8
Eating, drinking places	5.2	6.3	7.5	8.2
Eating places	3.2	3.9	3.7	4.6
Drinking places	2.0	2.4	3.8	3.6
General merchandise group	38.0	36.6	15.0	14.3
Department stores	(D)	32.3	12.9	12.3
Variety stores	4.4	4.2	1.7	1.4
General merchandise stores, n.e.c	(D)	0.1	0.4	0.6
Apparel, accessories stores	22.2	20.4	7.9	7.5
Shoe stores	2.5	1.9	(D)	1.0
Men's, boys' clothing and furnishings stores[1]	3.2	2.8	(D)	1.4
Family clothing stores[1]	(D)	8.3	1.2	1.3
Women's clothing, specialty stores	12.1	(D)	3.7	3.0
Ready-to-wear stores[1]	7.3	5.5	2.3	1.9
All other apparel stores	(D)	(D)	0.6	0.7
Furniture, home furnishings, appliance dealers	9.0	8.4	5.7	5.4
Furniture stores[1]	6.7	6.4	2.8	2.7
Other home furnishings stores[1]	0.8	0.7	(D)	0.9
Household appliance, radio, TV stores	1.5	1.3	1.8	1.6
Automotive group	8.3	5.3	16.5	17.1
Passenger car dealers (franchised and nonfranchised)	7.2	4.1	14.9	16.0
Tire, battery, accessory dealers	1.1	1.2	(D)	0.7
Other automotive dealers	...	...	(D)	0.4
Gasoline service stations	(D)	0.8	6.0	5.9
Lumber, building materials, hardware, farm equipment dealers	(D)	0.5	5.2	7.4
Hardware stores	(D)	0.3	1.5	1.7
Other	...	0.2	3.7	5.7
Drug stores, proprietary stores	2.5	3.3	3.9	3.6
Other retail stores[2]	9.9	13.2	8.1	7.8
Liquor stores	1.4	1.4	2.1	2.3
Jewelry stores	2.5	2.3	0.9	0.7
Book, stationery stores	0.5	2.2	0.2	0.3
Sporting goods, bicycle stores	1.0	1.2	0.4	0.3
Florists	0.5	0.6	0.5	0.3
Music stores	0.6	0.5	0.2	0.3
Camera, photographic supply stores	0.8	(D)	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

[3] Data for 1948 not shown for the City or Standard Metropolitan Area to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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Bulletin CBD—16

CENTRAL BUSINESS DISTRICT STATISTICS



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1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses f Manufactures and Mineral Industries, was authorized by aw under Title 13, United States Code, section 131. These 954 Censuses covered businesses operated in continental Jnited States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted n Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholeale Trade, and Selected Service Trades. This series of bultins provides findings for retail trade establishments, otels, and motion picture theaters in selected central busiess districts and related cities and standard metropolitan reas. The definition and map of the Central Business District for which data are shown in this bulletin and its elation to the Central City and Standard Metropolitan Area f which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area epresenting their "Central Business District," it was necesary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 ensus data for them could be implemented. The delineation f Central Business Districts was accomplished with the ooperation of the Census Tract Committees in the large ities included in the Central Business District (CBD) rogram. In their work on the CBD's, the Census Tract ommittees obtained the representation of a variety of local nterests, such as business firms and associations, newspapers, lanning agencies, welfare organizations, local governmental odies, etc.

The objective of the CBD Program was stated, as follows, h a letter from the Director of the Census Bureau to the ract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

ecause there are no generally accepted rules for determining hat a CBD area should include or exclude, the Census ureau did not provide rigid specifications for defining the BD but (1) provided a general characterization of the BD, describing it as "an area of very high land valuation, n area characterized by a high concentration of retail busiesses, offices, theaters, hotels, and 'service' businesses, and n area of high traffic flow"; and (2) required that the BD ordinarily should be defined to follow existing tract nes, i. e., to consist of one or more whole Census tracts. he emphasis put on tracts was based on the anticipation hat other Census statistics than those derived from the 954 Census of Business would also [eventually] be tabulated or CBD's. It was recognized that tract basis for CBD's ight lead to the inclusion of some land area not properly vithin a strictly defined CBD or to the exclusion of a small ortion of what should be in the CBD. It was believed that his limitation generally would not prove to be serious as he difference in area probably would not significantly alter he magnitudes being measured. Provision, however, was nade for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

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METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

lepartments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

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Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Allentown, Pennsylvania

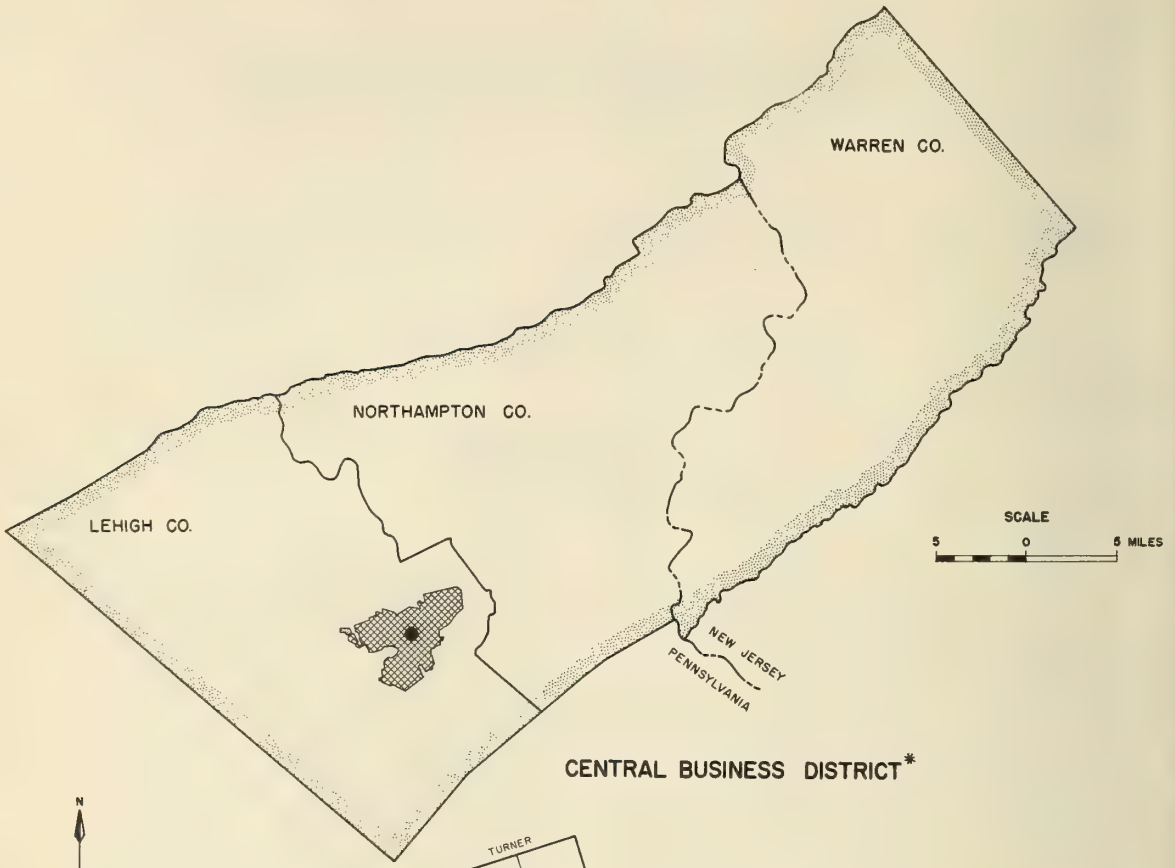
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ALLENTOWN, PENNSYLVANIA CENTRAL BUSINESS DISTRICT
ALLENTOWN-BETHLEHEM-EASTON STANDARD METROPOLITAN AREA

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT*



*CONSISTS OF TRACT 11

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- STATE LINE

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF ALLENTOWN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	289	65,220	10,394	304	59,021	8,296
Food stores	25	3,087	336	24	2,517	241
Eating, drinking places	51	3,358	737	49	3,059	711
Eating places	34	2,664	611	28	2,050	485
Drinking places	17	694	126	21	1,009	226
General merchandise group	15	30,614	5,198	10	22,154	3,447
Variety stores	4	3,312	586	4	3,870	544
General merchandise stores (except variety)	11	27,302	4,612	6	18,284	2,903
Apparel, accessories stores	88	13,555	1,834	90	13,773	1,588
Shoe stores	17	3,212	574	16	3,378	493
Men's, boys' clothing and furnishings stores[3]	15	3,630	430	22	4,294	522
Family clothing stores[3]	...	...	...	...	...	...
Women's clothing, specialty stores	44	5,647	682	40	5,142	471
Ready-to-wear stores[3]	23	4,666	576	19	4,101	369
All other apparel stores	10	986	148	10	939	102
Furniture, home furnishings, appliance dealers	30	7,641	1,427	32	7,703	1,251
Furniture, home furnishings stores, antique stores[3]	18	6,281	1,205	20	6,136	1,013
Household appliance, radio, TV stores	8	1,320	222	12	1,567	239
Automotive group	6	183	17	9	2,411	336
Gasoline service stations	2	(D)	(D)	2	(D)	(D)
Lumber, building materials, hardware, farm equip. dealers	5	(D)	(D)	9	669	85
Hardware stores	2	(D)	(D)	3	205	41
Other	3	484	56	6	464	44
Drug stores, proprietary stores	11	1,496	184	7	(D)	(D)
Other retail stores[4]	56	4,225	503	72	5,280	485
Liquor stores	1	(D)	(D)	1	(D)	(D)
Jewelry stores	14	1,581	288	21	1,719	255
Book, stationery stores	8	270	32	5	181	11
SELECTED SERVICE TRADES						
Hotels	8	827	308	6	761	217
Motion picture theaters	7	1,013	214	5	1,021	206

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

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Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF ALLENTOWN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,394	160,337	20,646	1,420	137,327	16,127
Food stores	363	34,065	2,389	450	25,483	1,364
Eating, drinking places	283	12,085	2,225	275	10,522	1,841
Eating places	174	8,301	1,747	155	6,579	1,288
Drinking places	109	3,784	478	120	3,943	553
General merchandise group	37	37,006	6,211	22	28,070	4,331
Variety stores	14	3,673	613	8	(D)	(D)
General merchandise stores (except variety)	23	33,333	5,598	9	(D)	(D)
Apparel, accessories stores	134	14,655	1,951	140	15,315	1,757
Shoe stores	23	3,372	600	24	3,515	502
Men's, boys' clothing and furnishings stores[3]	18	(D)	(D)	27	4,583	551
Family clothing stores[3]	3	128	11	2	(D)	(D)
Women's clothing, specialty stores	56	5,998	732	60	(D)	(D)
Ready-to-wear stores[3]	26	4,816	603	22	4,303	384
All other apparel stores	22	(D)	(D)	19	(D)	(D)
Furniture, home furnishings, appliance dealers	88	10,312	1,832	73	10,531	1,738
Furniture, home furnishings stores, antique stores[3]	43	7,316	1,441	38	8,083	1,372
Household appliance, radio, TV stores	43	2,978	391	33	2,414	366
Automotive group	64	21,843	2,598	68	22,063	2,347
Gasoline service stations	128	7,777	582	120	4,218	330
Lumber, building materials, hardware, farm equip. dealers	44	6,656	1,146	46	5,867	869
Hardware stores	10	(D)	97	6	269	43
Other	34	(D)	1,049	40	5,598	826
Drug stores, proprietary stores	49	3,795	376	41	2,743	263
Other retail stores[4]	207	12,143	1,336	185	12,515	1,287
Liquor stores	7	2,293	(D)	9	2,171	81
Jewelry stores	21	1,661	292	26	2,147	307
Book, stationery stores	11	(D)	36	8	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	20	(D)	(D)	13	1,613	504
Motion picture theaters	15	1,565	338	11	1,555	363

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 137 such establishments with sales of $9,799,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
ALLENTOWN-BETHLEHEM-EASTON STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,165	457,186	49,169	5,546	389,415	37,798
Food stores	1,370	109,759	6,916	1,706	91,723	4,672
Eating, drinking places	1,093	33,860	5,176	1,136	30,131	4,126
Eating places	624	20,971	3,728	501	15,544	2,634
Drinking places	465	12,843	1,448	635	14,587	1,492
General merchandise group	147	56,479	8,801	112	44,580	6,313
Variety stores	35	9,615	1,551	31	9,291	1,272
General merchandise stores (except variety)	112	46,864	7,250	81	35,289	5,041
Apparel, accessories stores	403	33,622	4,000	424	33,804	3,423
Shoe stores	68	7,275	1,033	72	6,323	742
Men's, boys' clothing and furnishings stores[3]	55	7,989	972	74	9,288	1,023
Family clothing stores[3]	24	1,425	142	24	2,397	231
Women's clothing, specialty stores	157	14,213	1,599	165	13,011	1,174
Ready-to-wear stores[3]	76	11,383	1,296	75	10,547	988
All other apparel stores	55	2,356	254	55	2,183	253
Furniture, home furnishings, appliance dealers	308	27,443	4,291	283	26,274	3,687
Furniture, home furnishings stores, antique stores[3]	132	16,394	2,870	102	16,040	2,501
Household appliance, radio, TV stores	174	11,031	1,421	156	10,011	1,186
Automotive group	236	76,555	8,050	286	61,987	6,075
Gasoline service stations	520	27,407	1,840	566	18,003	1,194
Lumber, building materials, hardware, farm equip. dealers	208	32,241	4,668	223	32,026	4,068
Hardware stores	58	5,920	882	54	6,185	753
Other	150	26,321	3,786	169	25,841	3,315
Drug stores, proprietary stores	139	11,989	1,367	129	8,493	919
Other retail stores[4]	741	47,831	4,060	681	42,394	3,321
Liquor stores	57	7,766	379	56	7,115	272
Jewelry stores	78	3,727	586	76	4,153	538
Book, stationery stores	21	743	81	18	519	46
SELECTED SERVICE TRADES						
Hotels	97	5,092	1,462	64	4,634	1,300
Motion picture theaters	44	3,232	789	48	4,071	902

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 403 such establishments with sales of $20,221,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

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Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF ALLENTOWN, THE ENTIRE CITY, AND THE ALLENTOWN STANDARD METROPOLITAN AREA

Kind of business	Percent change [1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total [2]	10.5	16.8	21.5	17.4	18.6
Food stores	22.6	33.7	34.9	19.7	19.6
Eating, drinking places	9.8	14.9	16.9	12.4	12.7
Eating places	30.0	26.2	24.5	34.9	35.7
Drinking places	-31.2	-4.1	5.3	-12.0	-10.5
General merchandise group	38.2	31.8	5.3	26.7	15.3
Variety stores	-14.4	(D)	(D)	3.5	18.1
General merchandise stores (except variety)	49.3	(D)	(D)	32.8	15.0
Apparel, accessories stores	-1.6	-4.3	-28.7	-0.5	0.2
Shoe stores	-4.9	-4.1	16.8	15.1	38.0
Men's, boys' clothing and furnishings stores [3]	-15.5	(D)	(D)	-14.0	-12.7
Family clothing stores [3]	...	(D)	(D)	-40.6	-40.6
Women's clothing, specialty stores	9.8	(D)	(D)	9.2	8.9
Ready-to-wear stores [3]	13.8	11.9	-25.8	7.9	4.2
All other apparel stores	5.0	(D)	(D)	7.9	10.1
Furniture, home furnishings, appliance dealers	-0.9	-2.1	24.9	4.4	6.6
Furniture, home furnishings stores, antique stores [3]	2.4	-9.5	2.6	2.2	2.1
Household appliance, radio, TV stores	-15.8	23.4	95.7	10.2	15.0
Automotive group	-2.4	-1.0	10.2	23.5	28.2
Gasoline service stations	(D)	84.4	(D)	52.2	(D)
Lumber, building materials, hardware, farm equip. dealers	(D)	13.4	(D)	0.7	(D)
Hardware stores	(D)	(D)	(D)	-4.3	(D)
Other	4.3	(D)	(D)	1.9	1.8
Drug stores, proprietary stores	(D)	38.4	(D)	41.2	(D)
Other retail stores [4]	-20.0	-3.0	9.4	12.8	17.5
Liquor stores	(D)	5.6	(D)	9.1	(D)
Jewelry stores	-8.0	-22.7	-81.3	-10.3	-11.8
Book, stationery stores	49.2	(D)	(D)	43.2	39.9
SELECTED SERVICE TRADES					
Hotels	8.7	(D)	(D)	9.9	10.1
Motion picture theaters	-0.8	0.6	3.4	-20.6	-27.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ALLENTOWN CITY AND OF ALLENTOWN STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	40.1	43.0	14.3	15.2
Food stores	9.1	9.9	2.8	2.7
Eating, drinking places	27.8	29.1	9.9	10.2
Eating places	32.1	31.2	12.7	13.2
Drinking places	18.3	25.6	5.4	6.9
General merchandise group	82.7	78.9	54.2	49.7
Variety stores	90.2	(D)	33.4	41.7
General merchandise stores (except variety)	81.9	(D)	58.3	51.8
Apparel, accessories stores	92.1	89.9	40.3	40.7
Shoe stores	95.3	96.1	44.2	53.4
Men's, boys' clothing and furnishings stores[2]	(D)	93.7	42.1	46.2
Family clothing stores[2]	...	...	...	...
Women's clothing, specialty stores	94.1	(D)	39.7	39.5
Ready-to-wear stores[2]	96.9	95.3	41.0	38.9
All other apparel stores	(D)	(D)	41.9	43.0
Furniture, home furnishings, appliance dealers	74.1	73.1	27.8	29.3
Furniture, home furnishings stores, antique stores[2]	85.9	75.9	38.3	38.3
Household appliance, radio, TV stores	44.3	64.9	12.0	15.7
Automotive group	0.8	10.9	0.2	3.9
Gasoline service stations	(D)	(D)	(D)	(D)
Lumber, building materials, hardware, farm equip. dealers	(D)	11.4	(D)	2.1
Hardware stores	(D)	76.2	(D)	3.3
Other	(D)	8.3	1.8	1.8
Drug stores, proprietary stores	39.4	(D)	12.5	(D)
Other retail stores[3]	34.8	42.2	8.8	12.5
Liquor stores	(D)	(D)	(D)	(D)
Jewelry stores	95.2	80.1	42.4	41.4
Book, stationery stores	(D)	(D)	36.3	34.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

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Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ALLENTOWN, THE ENTIRE CITY, AND THE ALLENTOWN STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	4.7	4.3	21.2	18.5	24.0	23.6
Eating, drinking places	5.1	5.2	7.5	7.7	7.4	7.7
Eating places	4.0	3.5	5.1	4.8	4.6	4.0
Drinking places	1.1	1.7	2.4	2.9	2.8	3.7
General merchandise group	46.9	37.5	23.0	20.4	12.4	11.5
Variety stores	5.0	6.5	2.2	(D)	2.1	2.4
General merchandise stores (except variety)	41.9	31.0	20.8	(D)	10.3	9.1
Apparel, accessories stores	20.8	23.3	9.2	11.1	7.4	8.7
Shoe stores	4.9	5.7	2.1	2.6	1.6	1.6
Men's, boys' clothing and furnishings stores[1]	5.6	7.3	(D)	3.3	1.7	2.4
Family clothing stores[1]	...	...	0.1	(D)	0.3	0.6
Women's clothing, specialty stores	8.6	8.7	3.8	(D)	3.1	3.3
Ready-to-wear stores[1]	7.2	6.9	3.0	3.1	2.5	2.7
All other apparel stores	1.5	1.6	(D)	(D)	0.6	0.6
Furniture, home furnishings, appliance dealers	11.7	13.1	6.4	7.7	6.0	6.7
Furniture, home furnishings stores, antique stores[1]	9.6	10.4	4.5	5.9	3.6	4.1
Household appliance, radio, TV stores	2.1	2.7	1.9	1.8	2.4	2.6
Automotive group	0.3	4.1	13.6	16.1	16.7	15.9
Gasoline service stations	(D)	(D)	4.9	3.1	6.0	4.6
Lumber, building materials, hardware, farm equipment dealers	(D)	1.1	4.2	4.3	7.0	8.2
Hardware stores	(D)	0.3	(D)	0.2	1.3	1.6
Other	0.8	0.8	(D)	4.1	5.7	6.6
Drug stores, proprietary stores	2.4	(D)	2.4	2.0	2.6	2.2
Other retail stores[2]	6.5	9.0	7.6	9.1	10.5	10.9
Liquor stores	(D)	(D)	1.4	1.6	1.7	1.8
Jewelry stores	2.6	2.9	1.0	1.6	0.8	1.1
Book, stationery stores	0.4	0.3	(D)	(D)	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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WASHINGTON 25, D. C.

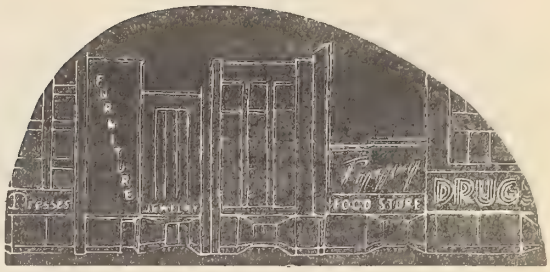
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CENTRAL BUSINESS DISTRICT STATISTICS



Memphis, Tennessee

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
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For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Commerce
Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Memphis, Tennessee

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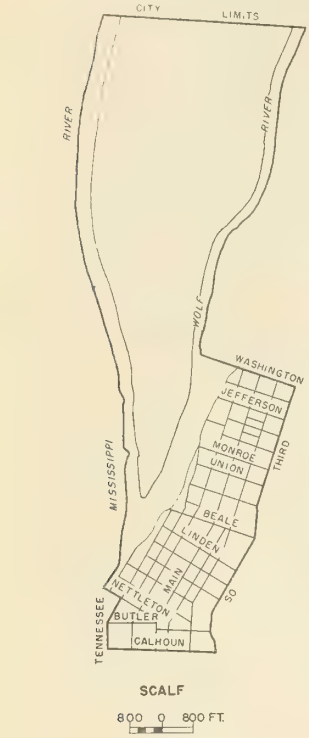
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MEMPHIS, TENNESSEE

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)

CENTRAL BUSINESS DISTRICT*



*CONSISTS OF TRACT 42

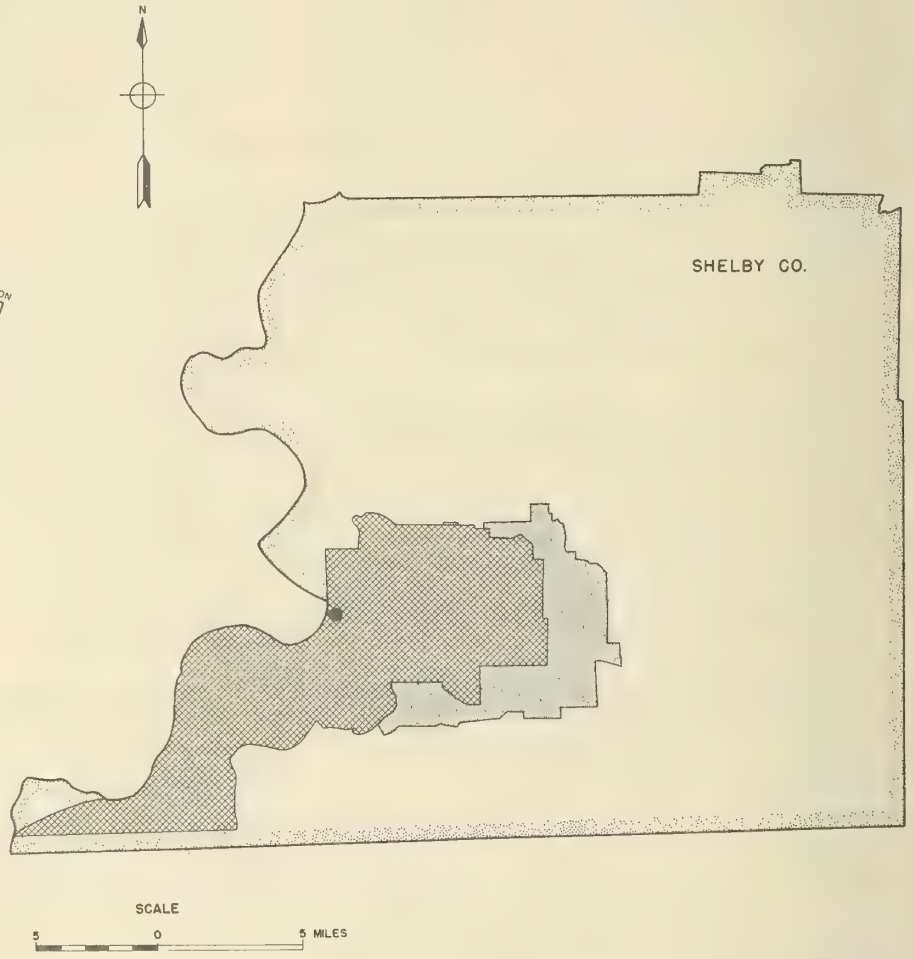


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF MEMPHIS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	477	125,209	19,985	526	134,984	18,325
Food stores	18	3,351	354	27	2,476	155
Eating, drinking places	94	6,182	1,365	98	6,997	1,509
Eating places	84	5,972	1,339	89	6,736	1,474
Drinking places	10	210	26	9	261	35
General merchandise group	16	45,972	8,413	30	51,444	7,625
Department stores	4	40,638	7,506	5	41,638	6,321
Variety stores	6	4,817	791	10	5,697	882
General merchandise stores, n.e.c	6	517	116	15	4,109	422
Apparel, accessories stores	153	29,108	4,830	153	33,232	4,073
Shoe stores	32	5,257	839	31	4,345	482
Men's, boys' clothing and furnishings stores[3]	27	4,145	652	28	5,571	788
Family clothing stores[3]	30	8,705	1,462	19	7,477	964
Women's clothing, specialty stores	46	9,969	1,670	46	13,991	1,547
Ready-to-wear stores[3]	22	8,538	1,418	29	12,929	1,413
All other apparel stores	22	1,021	207	33	1,813	292
Furniture, home furnishings, appliance dealers	34	6,347	1,059	38	6,354	813
Furniture stores[3]	21	4,459	809	28	5,208	670
Other home furnishings stores[3]	6	489	53	4	241	19
Household appliance, radio, TV stores	6	1,397	197	6	905	124
Automotive group	6	(D)	(D)	5	(D)	(D)
Passenger car dealers (franchised & nonfranchised)	3	(D)	(D)	2	(D)	(D)
Tire, battery, accessory dealers	2	(D)	(D)	1	(D)	(D)
Other automotive dealers	1	(D)	(D)	2	(D)	(D)
Gasoline service stations	13	1,035	111	13	478	71
Lumber, building materials, hardware, farm equip. dealers	6	1,402	104	11	869	119
Hardware stores	2	(D)	(D)	6	449	52
Other	4	(D)	(D)	5	420	67
Drug stores, proprietary stores	10	3,268	551	11	2,875	467
Other retail stores[4]	127	(D)	(D)	140	(D)	(D)
Liquor stores	23	3,193	87	29	4,117	120
Jewelry stores	23	5,424	1,275	26	6,205	1,086
Book, stationery stores	11	1,109	240	10	800	159
Sporting goods, bicycle stores	3	634	70	4	915	76
Florists	4	191	37	5	309	36
Music stores	10	1,030	198	11	1,193	175
Camera, photographic supply stores	4	(D)	(D)	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	16	6,481	2,273	25	7,205	2,061
Motion picture theaters	7	1,826	363	7	2,017	321

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF MEMPHIS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	3,789	526,743	57,919	3,381	(D)	(D)
Food stores	865	121,868	7,883	835	76,271	4,816
Eating, drinking places	702	28,177	5,378	692	24,909	4,418
Eating places	592	25,844	5,089	577	22,848	4,183
Drinking places	110	2,333	289	115	2,061	235
General merchandise group	157	73,710	12,370	134	(D)	(D)
Department stores	7	60,937	10,606	6	(D)	(D)
Variety stores	71	7,747	1,143	56	(D)	(D)
General merchandise stores, n.e.c.	79	5,026	621	76	6,615	637
Apparel, accessories stores	305	39,937	6,124	246	39,160	4,711
Shoe stores	51	(D)	(D)	35	4,897	539
Men's, boys' clothing and furnishings stores[3]	42	5,055	748	34	5,790	828
Family clothing stores[3]	67	12,309	1,805	34	(D)	(D)
Women's clothing, specialty stores	100	(D)	(D)	89	(D)	(D)
Ready-to-wear stores[3]	55	(D)	(D)	52	(D)	(D)
All other apparel stores	41	1,847	290	42	2,414	355
Furniture, home furnishings, appliance dealers	232	25,193	4,304	202	20,514	2,869
Furniture stores[3]	89	(D)	(D)	100	(D)	(D)
Other home furnishings stores[3]	33	(D)	(D)	30	1,729	334
Household appliance, radio, TV stores	70	9,753	1,597	53	(D)	(D)
Automotive group	168	117,138	8,830	143	87,750	6,928
Passenger car dealers (franchised & nonfranchised)	115	105,766	7,100	106	(D)	(D)
Tire, battery, accessory dealers	40	10,088	1,645	30	(D)	(D)
Other automotive dealers	11	1,232	85	7	528	46
Gasoline service stations	387	28,708	2,857	270	14,411	1,566
Lumber, building materials, hardware, farm equip. dealers	156	27,853	3,190	148	20,204	2,611
Hardware stores	77	5,231	634	68	3,680	327
Other	77	22,550	2,556	80	16,524	2,284
Drug stores, proprietary stores	249	16,002	2,142	216	13,720	1,645
Other retail stores[4]	568	48,157	(D)	495	39,601	3,638
Liquor stores	170	20,082	692	167	(D)	(D)
Jewelry stores	56	6,972	(D)	42	(D)	(D)
Book, stationery stores	17	1,594	(D)	14	(D)	(D)
Sporting goods, bicycle stores	29	(D)	(D)	19	1,758	170
Florists	50	1,817	(D)	44	1,514	172
Music stores	15	1,436	228	16	1,316	186
Camera, photographic supply stores	7	826	120	6	734	88
SELECTED SERVICE TRADES						
Hotels	45	8,030	2,613	41	8,215	2,347
Motion picture theaters	42	3,964	817	34	3,823	647

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 233 such establishments with sales of $52,483,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
MEMPHIS STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,215	558,185	60,182	3,949	(D)	(D)
Food stores	1,001	131,968	8,325	1,094	85,985	5,136
Eating, drinking places	750	29,940	5,649	774	27,035	4,680
Eating places	628	27,286	5,322	632	24,393	4,404
Drinking places	122	2,654	327	142	2,642	276
General merchandise group	208	77,207	12,612	194	(D)	(D)
Department stores	7	60,937	10,606	6	(D)	(D)
Variety stores	76	7,897	1,158	58	7,025	1,024
General merchandise stores, n.e.c.	125	8,373	848	130	9,506	750
Apparel, accessories stores	316	40,465	6,170	250	39,221	4,716
Shoe stores	53	6,528	1,007	35	4,897	539
Men's, boys' clothing and furnishings stores[3]	42	5,055	748	34	5,790	828
Family clothing stores[3]	72	12,697	1,836	35	9,035	1,083
Women's clothing, specialty stores	102	14,232	2,289	91	16,910	1,911
Ready-to-wear stores[3]	57	12,273	1,972	53	15,454	1,749
All other apparel stores	41	1,847	290	42	2,414	355
Furniture, home furnishings, appliance dealers	244	26,003	4,380	207	20,694	2,884
Furniture stores[3]	95	12,783	2,151	102	12,066	1,589
Other home furnishings stores[3]	34	2,996	615	30	1,729	334
Household appliance, radio, TV stores	75	9,856	1,614	55	6,652	961
Automotive group	194	121,274	9,230	153	88,830	7,018
Passenger car dealers (franchised & nonfranchised)	129	109,344	7,411	111	82,192	6,077
Tire, battery, accessory dealers	47	10,428	1,673	32	5,901	886
Other automotive dealers	16	1,450	146	10	737	55
Gasoline service stations	450	33,519	3,257	351	17,172	1,712
Lumber, building materials, hardware, farm equip. dealers	190	30,462	3,405	172	23,246	2,901
Hardware stores	97	6,393	704	78	4,428	402
Other	91	23,998	2,701	94	18,818	2,499
Drug stores, proprietary stores	265	17,142	2,245	238	14,515	1,708
Other retail stores[4]	597	50,204	(D)	516	40,423	3,673
Liquor stores	175	21,268	705	169	17,569	494
Jewelry stores	59	7,041	1,458	43	6,736	1,155
Book, stationery stores	17	1,594	(D)	15	866	165
Sporting goods, bicycle stores	30	(D)	(D)	22	1,831	176
Florists	54	1,907	307	50	1,566	179
Music stores	15	1,436	228	16	1,316	186
Camera, photographic supply stores	7	826	120	6	734	88
SELECTED SERVICE TRADES						
Hotels	45	8,030	2,613	42	(D)	(D)
Motion picture theaters	48	4,375	909	40	4,135	980

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 242 such establishments with sales of $52,549,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF MEMPHIS, THE ENTIRE CITY, AND THE MEMPHIS STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-7.3	(D)	(D)	(D)	(D)
Food stores	22.0	59.8	60.6	53.5	54.0
Eating, drinking places	-11.7	13.1	22.8	10.7	18.6
Eating places	-11.4	13.1	23.3	11.9	20.7
Drinking places	-19.6	13.2	17.9	0.5	2.6
General merchandise group	-10.6	(D)	(D)	(D)	(D)
Department stores	-2.4	(D)	(D)	(D)	(D)
Variety stores	-15.4	(D)	(D)	12.4	131.9
General merchandise stores, n.e.c.	-87.4	-24.0	79.9	-11.9	45.6
Apparel, accessories stores	-12.4	2.0	82.7	3.2	89.6
Shoe stores	21.0	(D)	(D)	33.3	130.3
Men's, boys' clothing and furnishings stores[3]	-25.6	-12.7	315.5	-12.7	315.5
Family clothing stores[3]	16.4	(D)	(D)	40.5	156.2
Women's clothing, specialty stores	-28.8	(D)	(D)	-15.8	46.0
Ready-to-wear stores[3]	-34.0	(D)	(D)	-20.6	47.9
All other apparel stores	-57.4	-23.5	5,062.5	-23.5	5,062.5
Furniture, home furnishings, appliance dealers	-0.1	22.8	33.1	25.7	37.1
Furniture stores[3]	-14.6	(D)	(D)	5.9	21.4
Other home furnishings stores[3]	102.9	(D)	(D)	73.3	68.5
Household appliance, radio, TV stores	54.4	(D)	(D)	48.2	47.2
Automotive group	(D)	33.5	(D)	36.5	(D)
Passenger car dealers (franchised and nonfranchised)	(D)	(D)	(D)	33.0	(D)
Tire, battery, accessory dealers	(D)	(D)	(D)	76.7	(D)
Other automotive dealers	(D)	133.3	(D)	96.7	(D)
Gasoline service stations	116.5	99.2	98.6	95.2	94.6
Lumber, building materials, hardware, farm equip. dealers	61.3	37.9	36.8	31.0	29.9
Hardware stores	(D)	42.1	(D)	44.4	(D)
Other	(D)	36.5	(D)	27.5	(D)
Drug stores, proprietary stores	13.7	16.6	17.4	18.1	19.2
Other retail stores[4]	(D)	21.6	(D)	24.2	(D)
Liquor stores	-22.4	(D)	(D)	21.1	34.4
Jewelry stores	-12.6	(D)	(D)	4.5	204.5
Book, stationery stores	38.6	(D)	(D)	84.1	634.8
Sporting goods, bicycle stores	-30.7	(D)	(D)	(D)	(D)
Florists	-38.2	20.0	34.9	21.8	36.5
Music stores	-13.7	9.1	230.1	9.1	230.1
Camera, photographic supply stores	(D)	12.5	(D)	12.5	(D)
SELECTED SERVICE TRADES					
Hotels	-10.1	-2.2	53.4	(D)	(D)
Motion picture theaters	-9.5	3.7	18.4	5.8	20.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MEMPHIS CITY AND OF MEMPHIS STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	23.8	(D)	22.4	(D)
Food stores	2.7	3.2	2.5	2.9
Eating, drinking places	21.9	28.1	20.6	25.9
Eating places	23.1	29.5	21.9	27.6
Drinking places	9.0	12.7	7.9	9.9
General merchandise group	62.4	(D)	59.5	(D)
Department stores	66.7	(D)	66.7	(D)
Variety stores	62.2	(D)	61.0	81.1
General merchandise stores, n.e.c.	10.3	62.1	6.2	43.2
Apparel, accessories stores	72.9	84.9	71.9	84.7
Shoe stores	(D)	88.7	80.5	88.7
Men's, boys' clothing and furnishings stores[2]	82.0	96.2	82.0	96.2
Family clothing stores[2]	70.7	(D)	68.6	82.8
Women's clothing, specialty stores	(D)	(D)	70.0	82.7
Ready-to-wear stores[2]	(D)	(D)	69.6	83.7
All other apparel stores	55.3	99.3	55.3	99.3
Furniture, home furnishings, appliance dealers	25.2	31.0	24.4	30.7
Furniture stores[2]	(D)	(D)	34.9	43.2
Other home furnishings stores[2]	(D)	13.9	16.3	13.9
Household appliance, radio, TV stores	14.3	(D)	14.2	13.6
Automotive group	(D)	(D)	(D)	(D)
Passenger car dealers (franchised and nonfranchised)	(D)	(D)	(D)	(D)
Tire, battery, accessory dealers	(D)	(D)	(D)	(D)
Other automotive dealers	(D)	(D)	(D)	(D)
Gasoline service stations	3.6	3.3	3.1	2.8
Lumber, building materials, hardware, farm equip. dealers	5.0	4.3	4.6	3.7
Hardware stores	(D)	12.2	(D)	10.1
Other	(D)	2.5	(D)	2.2
Drug stores, proprietary stores	20.4	21.0	19.1	19.8
Other retail stores[3]	(D)	(D)	(D)	(D)
Liquor stores	15.9	(D)	15.0	23.4
Jewelry stores	77.8	(D)	77.0	92.1
Book, stationery stores	69.6	(D)	69.6	92.4
Sporting goods, bicycle stores	(D)	52.0	(D)	50.0
Florists	10.6	20.4	10.0	19.7
Music stores	71.7	90.7	71.7	90.7
Camera, photographic supply stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF MEMPHIS, THE ENTIRE CITY, AND THE MEMPHIS STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City[3]	Standard Metropolitan Area[3]
	1954	1948	1954	1954
Retail stores, total	100.0	100.0	100.0	100.0
Food stores	2.7	1.8	23.1	23.6
Eating, drinking places	4.9	5.2	5.3	5.4
Eating places	4.7	5.0	4.9	4.9
Drinking places	0.2	0.2	0.4	0.5
General merchandise group	36.7	38.1	14.0	13.8
Department stores	32.4	30.9	11.6	10.9
Variety stores	3.9	4.2	1.5	1.4
General merchandise stores, n.e.c.	0.4	3.0	0.9	1.5
Apparel, accessories stores	23.3	24.6	7.6	7.2
Shoe stores	4.2	3.2	(D)	1.2
Men's, boys' clothing and furnishings stores[1]	3.3	4.0	1.0	0.9
Family clothing stores[1]	7.0	5.4	2.3	2.3
Women's clothing, specialty stores	8.0	10.2	(D)	2.5
Ready-to-wear stores[1]	6.8	9.6	(D)	2.2
All other apparel stores	0.8	1.8	0.4	0.3
Furniture, home furnishings, appliance dealers	5.1	4.7	4.8	4.7
Furniture stores[1]	3.6	3.9	(D)	2.3
Other home furnishings stores[1]	0.4	0.2	(D)	0.5
Household appliance, radio, TV stores	1.1	0.7	1.9	1.8
Automotive group	(D)	(D)	22.2	21.7
Passenger car dealers (franchised and nonfranchised)	(D)	(D)	20.1	19.5
Tire, battery, accessory dealers	(D)	(D)	1.9	1.9
Other automotive dealers	(D)	(D)	0.2	0.3
Gasoline service stations	0.8	0.4	5.5	6.0
Lumber, building materials, hardware, farm equipment dealers	1.1	0.6	5.3	5.5
Hardware stores	(D)	0.3	1.0	1.1
Other	(D)	0.3	4.3	4.3
Drug stores, proprietary stores	2.6	2.1	3.0	3.1
Other retail stores[2]	(D)	(D)	9.2	9.0
Liquor stores	2.5	3.0	3.8	3.8
Jewelry stores	4.3	4.6	1.3	1.3
Book, stationery stores	0.9	0.6	0.3	0.3
Sporting goods, bicycle stores	0.5	0.7	(D)	(D)
Florists	0.2	0.2	0.3	0.3
Music stores	0.8	0.9	0.3	0.3
Camera, photographic supply stores	(D)	(D)	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

[3] Data for 1948 not shown for the City or Standard Metropolitan Area to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



El Paso, Texas

1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

El Paso, Texas

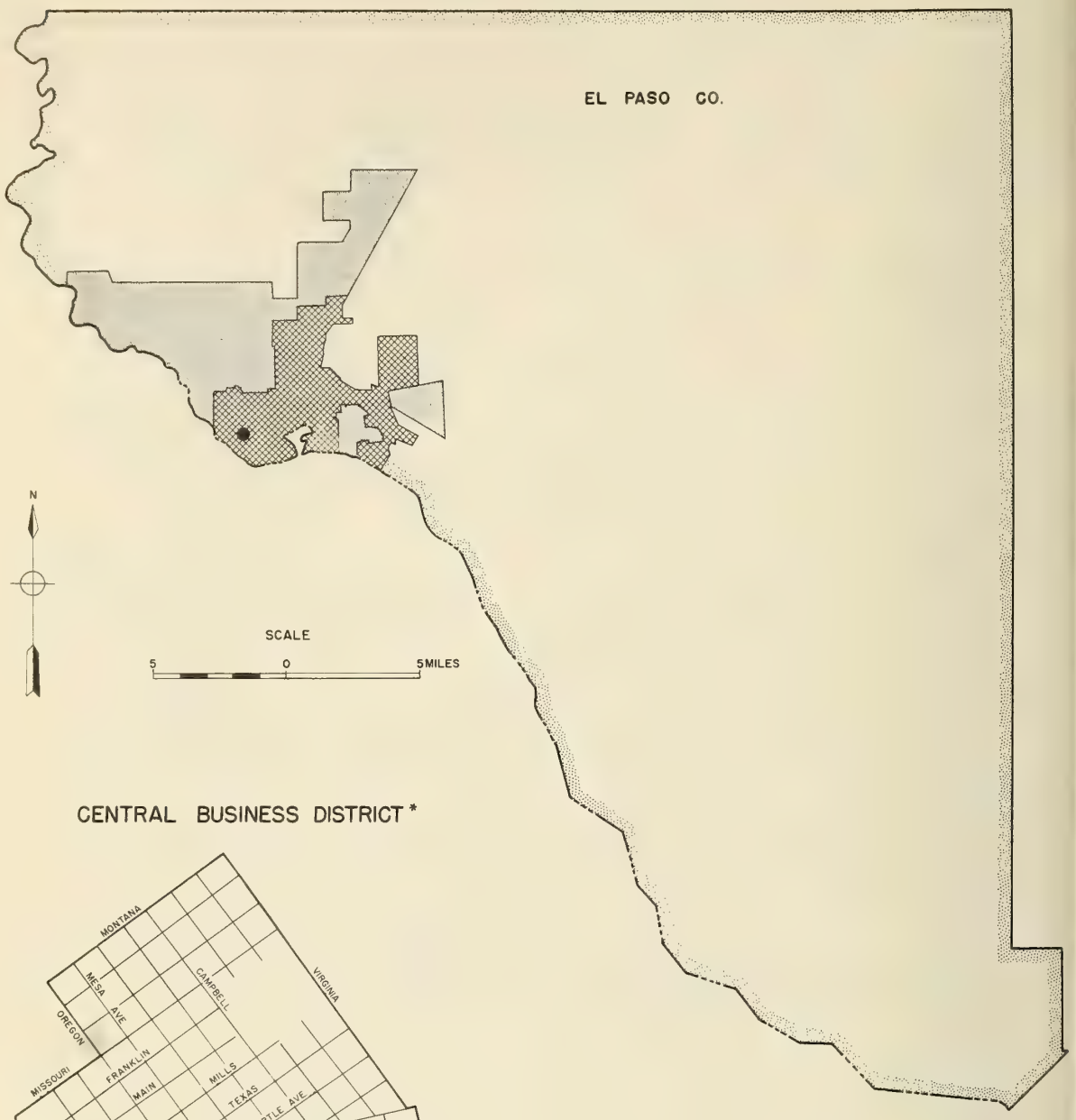
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EL PASO, TEXAS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT*

● CENTRAL BUSINESS DISTRICT
AREA OF CITY, 1948
ANNEXATIONS THROUGH 1954
STANDARD METROPOLITAN AREA
INTERNATIONAL BOUNDARY

*CONSISTS OF TRACT 13

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF EL PASO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	456	93,908	13,421	459	76,392	10,177
Food stores	35	5,360	380	42	4,300	301
Eating, drinking places	105	4,605	877	120	4,984	1,043
Eating places	50	2,685	581	63	3,291	752
Drinking places	55	1,920	296	57	1,693	291
General merchandise group	22	28,421	5,104	18	23,742	3,662
Variety stores	6	7,252	1,067	6	5,031	711
General merchandise stores (except variety)	16	21,169	4,037	12	18,711	2,951
Apparel, accessories stores	83	14,361	1,756	65	11,724	1,232
Shoe stores	18	2,722	370	11	1,845	222
Men's, boys' clothing and furnishings stores[3]	28	4,033	523	18	2,013	176
Family clothing stores[3]	7	547	57	12	(D)	(D)
Women's clothing, specialty stores	22	6,479	753	15	5,961	605
Ready-to-wear stores[3]	18	6,355	737	11	5,598	562
All other apparel stores	5	500	53	8	(D)	(D)
Furniture, home furnishings, appliance dealers	36	10,701	1,782	36	7,755	1,038
Furniture, home furnishings stores, antique stores[3]	22	9,381	1,587	20	5,954	837
Household appliance, radio, TV stores	10	1,210	195	12	1,707	201
Automotive group	26	16,673	1,890	22	12,232	1,480
Gasoline service stations	20	1,647	125	21	1,191	158
Lumber, building materials, hardware, farm equip. dealers	10	2,287	255	11	1,475	131
Hardware stores	3	204	25	5	418	30
Other	7	2,083	230	6	1,057	101
Drug stores, proprietary stores	12	2,517	418	16	2,805	437
Other retail stores[4]	107	7,336	834	108	6,184	695
Liquor stores	14	1,472	24	24	1,099	63
Jewelry stores	11	2,218	325	14	(D)	(D)
Book, stationery stores	5	481	90	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	35	3,461	1,085	40	3,237	915
Motion picture theaters	4	712	123	6	1,077	184

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF EL PASO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,581	(D)	(D)	1,356	141,222	16,467
Food stores	366	48,504	2,691	389	26,135	1,541
Eating, drinking places	355	14,227	2,759	301	9,710	1,899
Eating places	165	9,102	2,061	146	5,965	1,350
Drinking places	190	5,125	698	155	3,745	549
General merchandise group	39	37,666	6,480	31	28,320	4,334
Variety stores	13	8,006	1,184	14	5,357	757
General merchandise stores (except variety)	26	29,660	5,296	17	22,963	3,577
Apparel, accessories stores	122	17,619	2,119	74	12,315	1,285
Shoe stores	26	(D)	(D)	11	1,845	222
Men's, boys' clothing and furnishings stores[3]	38	(D)	(D)	18	2,013	176
Family clothing stores[3]	10	758	81	12	(D)	(D)
Women's clothing, specialty stores	34	8,077	948	20	(D)	(D)
Ready-to-wear stores[3]	27	7,769	907	15	(D)	(D)
All other apparel stores	14	1,040	90	10	(D)	(D)
Furniture, home furnishings, appliance dealers	87	14,439	2,110	68	9,680	1,266
Furniture, home furnishings stores, antique stores[3]	44	11,531	1,771	42	7,522	1,029
Household appliance, radio, TV stores	29	2,490	339	16	1,976	237
Automotive group	99	42,573	3,991	68	27,147	3,081
Gasoline service stations	157	12,260	1,121	121	4,585	450
Lumber, building materials, hardware, farm equip. dealers	67	12,625	1,189	49	7,617	824
Hardware stores	19	1,180	100	17	908	55
Other	48	11,445	1,089	32	6,709	769
Drug stores, proprietary stores	49	6,806	961	49	5,499	838
Other retail stores[4]	240	(D)	(D)	206	10,214	949
Liquor stores	42	2,541	65	63	2,441	131
Jewelry stores	22	(D)	520	14	(D)	(D)
Book, stationery stores	6	(D)	(D)	6	219	41
SELECTED SERVICE TRADES						
Hotels	51	3,849	1,139	45	3,354	942
Motion picture theaters	25	2,889	509	12	1,569	263

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 108 such establishments with sales of (D).
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
EL PASO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,872	241,630	26,552	1,780	158,348	17,597
Food stores	450	56,091	3,066	521	33,253	1,848
Eating, drinking places	436	16,048	3,025	418	11,399	2,118
Eating places	194	10,371	2,285	185	6,634	1,468
Drinking places	240	5,649	740	233	4,765	650
General merchandise group	51	38,444	6,581	51	29,010	4,376
Variety stores	18	8,508	1,264	19	5,543	784
General merchandise stores (except variety)	33	29,936	5,317	32	23,467	3,592
Apparel, accessories stores	130	18,028	2,156	79	12,413	1,286
Shoe stores	27	3,246	420	11	1,845	222
Men's, boys' clothing and furnishings stores[3]	39	4,528	581	18	2,013	176
Family clothing stores[3]	13	1,016	108	14	1,508	144
Women's clothing, specialty stores	36	(D)	(D)	21	6,426	656
Ready-to-wear stores[3]	29	(D)	914	16	6,045	613
All other apparel stores	15	(D)	(D)	10	(D)	(D)
Furniture, home furnishings, appliance dealers	98	15,095	2,169	75	10,076	1,310
Furniture, home furnishings stores, antique stores[3]	65	12,537	1,828	46	7,703	1,043
Household appliance, radio, TV stores	33	2,558	341	19	2,191	267
Automotive group	107	44,914	4,188	81	28,326	3,187
Gasoline service stations	192	13,953	1,235	174	5,824	529
Lumber, building materials, hardware, farm equip. dealers	87	15,835	1,537	81	10,778	1,061
Hardware stores	24	1,567	131	24	1,275	67
Other	63	14,268	1,406	57	9,503	994
Drug stores, proprietary stores	60	7,498	1,019	64	6,234	900
Other retail stores[4]	261	15,724	1,576	236	11,035	982
Liquor stores	49	2,736	81	87	2,722	138
Jewelry stores	24	3,767	520	15	2,437	351
Book, stationery stores	6	(D)	(D)	6	219	41
SELECTED SERVICE TRADES						
Hotels	51	3,849	1,139	46	(D)	(D)
Motion picture theaters	25	2,889	509	19	1,756	295

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 113 such establishments with sales of $3,773,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF EL PASO, THE ENTIRE CITY, AND THE EL PASO STANDARD METROPOLITAN AREA

Kind of business	Percent change [1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District[m]
RETAIL STORES					
Retail stores, total[2]	22.9	(D)	(D)	52.6	80.2
Food stores	24.7	85.6	97.6	68.7	75.2
Eating, drinking places	-7.6	46.5	103.6	40.8	78.4
Eating places	-18.4	52.6	140.0	56.3	129.9
Drinking places	13.4	36.8	56.2	18.6	21.4
General merchandise group	19.7	33.0	101.9	32.5	90.3
Variety stores	44.1	49.4	131.3	53.5	145.3
General merchandise stores (except variety)	13.1	29.2	99.7	27.6	184.3
Apparel, accessories stores	22.5	43.1	451.3	45.2	432.2
Shoe stores	47.5	(D)	(D)	75.9	(D)
Men's, boys' clothing and furnishings stores[3]	100.3	(D)	(D)	124.9	(D)
Family clothing stores[3]	(D)	(D)	(D)	-32.6	(D)
Women's clothing, specialty stores	8.7	(D)	(D)	(D)	(D)
Ready-to-wear stores[3]	13.5	(D)	(D)	(D)	(D)
All other apparel stores	(D)	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	38.0	49.2	94.2	49.8	89.3
Furniture, home furnishings stores, antique stores[3]	57.6	58.9	63.8	62.8	80.4
Household appliance, radio, TV stores	-29.1	26.0	375.8	16.8	178.5
Automotive group	36.3	56.8	73.7	58.6	75.5
Gasoline service stations	38.3	167.4	569.6	139.6	165.6
Lumber, building materials, hardware, farm equip. dealers	55.1	65.7	68.3	46.9	45.6
Hardware stores	-51.2	30.0	133.5	22.9	59.0
Other	97.1	70.6	65.6	50.1	44.3
Drug stores, proprietary stores	-10.3	23.8	59.2	20.3	45.3
Other retail stores[4]	18.6	(D)	(D)	42.5	72.9
Liquor stores	33.9	4.1	2.7	0.5	-22.1
Jewelry stores	(D)	(D)	(D)	54.6	(D)
Book, stationery stores	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	6.9	14.8	231.6	(D)	(D)
Motion picture theaters	-33.9	84.1	342.5	64.5	220.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF EL PASO AND OF EL PASO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	(D)	54.1	38.9	48.2
Food stores	11.1	16.5	9.6	12.9
Eating, drinking places	32.4	51.3	28.7	43.7
Eating places	29.5	55.2	25.9	49.6
Drinking places	37.5	45.2	34.0	35.5
General merchandise group	75.5	83.8	73.9	81.8
Variety stores	90.1	93.9	85.2	90.8
General merchandise stores (except variety)	71.4	81.5	70.7	79.7
Apparel, accessories stores	81.5	95.2	79.7	94.4
Shoe stores	(D)	100.0	83.9	100.0
Men's, boys' clothing and furnishings stores[2]	(D)	100.0	89.1	100.0
Family clothing stores[2]	72.2	(D)	53.8	(D)
Women's clothing, specialty stores	80.2	(D)	(D)	92.8
Ready-to-wear stores[2]	81.8	(D)	(D)	92.6
All other apparel stores	48.1	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	74.1	80.1	70.9	77.0
Furniture, home furnishings stores, antique stores[2]	78.5	79.2	74.8	77.3
Household appliance, radio, TV stores	48.6	86.4	47.3	77.9
Automotive group	39.2	45.1	37.1	43.2
Gasoline service stations	13.4	26.0	11.8	20.4
Lumber, building materials, hardware, farm equip. dealers	18.1	19.4	14.4	13.7
Hardware stores	17.3	46.0	13.0	32.8
Other	18.2	15.8	14.6	11.1
Drug stores, proprietary stores	37.0	51.0	33.6	45.0
Other retail stores[3]	(D)	60.5	46.7	56.0
Liquor stores	58.3	45.0	53.8	40.4
Jewelry stores	(D)	(D)	58.9	(D)
Book, stationery stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business note included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF EL PASO, THE ENTIRE CITY, AND THE EL PASO STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City[3]	Standard Metropolitan Area	
	1954	1948	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0
Food stores	5.7	5.6	18.5	23.2	21.0
Eating, drinking places	4.9	6.5	6.9	6.6	7.2
Eating places	2.8	4.3	4.2	4.3	4.2
Drinking places	2.1	2.2	2.7	2.3	3.0
General merchandise group	30.3	31.1	20.1	15.9	18.3
Variety stores	7.7	6.6	3.8	3.5	3.5
General merchandise stores (except variety)	22.6	24.5	16.3	12.4	14.8
Apparel, accessories stores	15.3	15.3	8.7	7.5	7.8
Shoe stores	2.9	2.4	1.3	1.3	1.2
Men's, boys' clothing and furnishings stores[1]	4.3	2.6	1.4	1.9	1.3
Family clothing stores[1]	0.6	(D)	(D)	0.4	1.0
Women's clothing, specialty stores	6.9	7.8	(D)	(D)	4.0
Ready-to-wear stores[1]	6.8	7.3	(D)	(D)	3.8
All other apparel stores	0.5	(D)	(D)	(D)	0.3
Furniture, home furnishings, appliance dealers	11.4	10.2	6.9	6.2	6.4
Furniture, home furnishings stores, antique stores[1]	10.1	7.9	5.4	5.1	5.0
Household appliance, radio, TV stores	1.3	2.3	1.5	1.1	1.4
Automotive group	17.7	16.0	19.2	18.6	17.9
Gasoline service stations	1.8	1.6	3.2	5.8	3.7
Lumber, building materials, hardware, farm equipment dealers	2.4	1.9	5.4	6.6	6.8
Hardware stores	0.2	0.5	0.6	0.6	0.8
Other	2.2	1.4	4.8	6.0	6.0
Drug stores, proprietary stores	2.7	3.7	3.9	3.1	3.9
Other retail stores[2]	7.8	8.1	7.2	6.5	7.0
Liquor stores	1.6	1.4	1.7	1.1	1.7
Jewelry stores	2.4	(D)	(D)	1.6	1.5
Book, stationery stores	0.5	(D)	0.2	(D)	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[2] This group total includes kinds of business not included in any of the detail lines which follow.
[3] City data for 1954 withheld to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

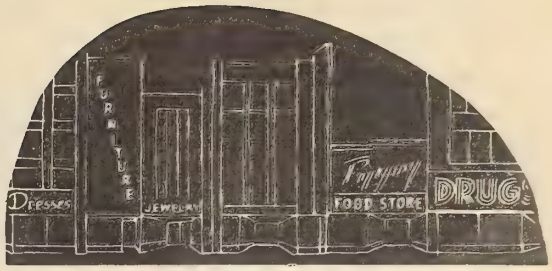
Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD–19

CENTRAL BUSINESS DISTRICT STATISTICS



San Antonio, Texas

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-19--San Antonio, Texas.
Washington, D. C., 1956

For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Commerce
Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

San Antonio, Texas

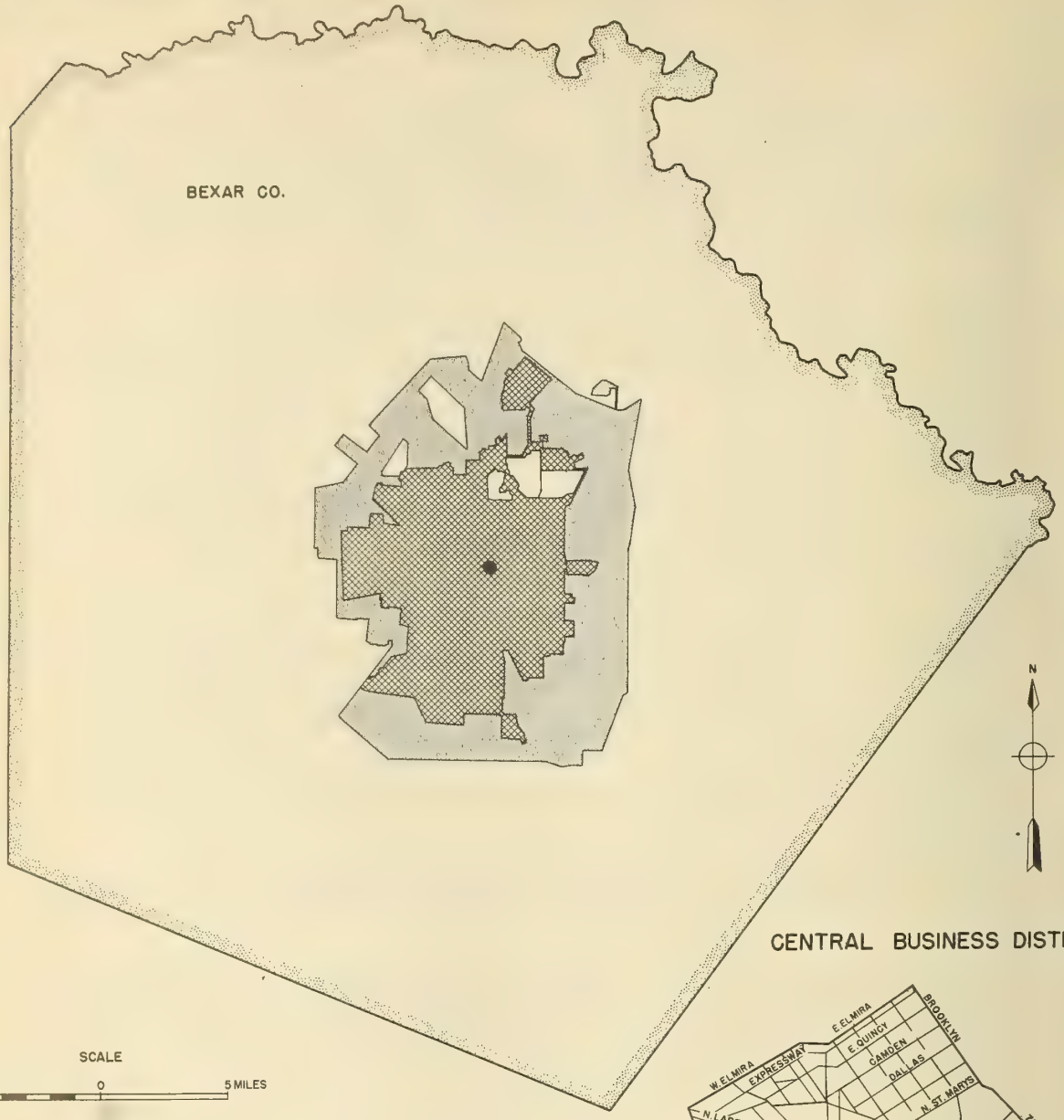
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SAN ANTONIO, TEXAS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT*



SCALE
800 0 800FT.

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 46

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SAN ANTONIO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	754	181,006	28,186	901	176,103	24,018
Food stores	62	4,572	373	83	5,658	424
Eating, drinking places	200	8,024	1,721	277	10,162	2,163
Eating places	117	5,794	1,397	179	8,090	1,853
Drinking places	83	2,230	324	98	2,072	310
General merchandise group	29	61,675	9,424	22	58,773	8,485
Department stores	6	(D)	(D)	6	49,156	7,098
Variety stores	10	8,334	1,395	11	8,901	1,298
General merchandise stores, n.e.c	13	(D)	(D)	5	716	89
Apparel, accessories stores	170	37,017	5,874	156	32,035	4,358
Shoe stores	47	9,216	1,328	31	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	29	10,276	1,809	39	9,330	1,454
Family clothing stores[3]	20	2,936	481	17	3,475	471
Women's clothing, specialty stores	50	12,292	1,880	48	12,114	1,526
Ready-to-wear stores[3]	26	10,139	1,434	31	10,927	1,373
All other apparel stores	17	2,207	376	14	1,024	117
Furniture, home furnishings, appliance dealers	47	10,978	2,343	52	12,591	1,903
Furniture stores[3]	26	8,210	1,893	26	10,615	1,646
Other home furnishings stores[3]	6	697	112	8	534	94
Household appliance, radio, TV stores	15	2,071	338	12	1,370	163
Automotive group	32	31,520	3,396	46	32,627	3,088
Passenger car dealers (franchised & nonfranchised)	15	27,821	2,816	23	28,275	2,461
Tire, battery, accessory dealers	14	3,532	557	19	3,997	594
Other automotive dealers	3	167	23	4	355	33
Gasoline service stations	16	1,035	125	24	1,210	194
Lumber, building materials, hardware, farm equip. dealers	23	1,938	231	19	3,510	401
Drug stores, proprietary stores	27	4,641	789	35	5,145	873
Other retail stores[4]	148	19,606	3,910	187	14,392	2,129
Liquor stores	13	1,197	60	24	1,646	81
Jewelry stores	25	5,605	926	30	5,524	892
Sporting goods, bicycle stores	9	1,074	166	11	1,390	190
Florists	11	207	46	13	359	58
Music stores	13	1,744	377	13	1,335	291
Camera, photographic supply stores	4	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	32	9,050	3,109	51	8,754	2,492
Motion picture theaters	11	2,729	481	12	3,019	418

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SAN ANTONIO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,888	514,427	59,382	4,236	366,783	40,167
Food stores	1,237	116,854	6,453	1,226	75,975	4,114
Eating, drinking places	1,209	37,345	6,877	1,095	26,694	4,808
Eating places	638	27,102	5,795	583	19,522	4,007
Drinking places	569	10,237	1,082	512	7,172	801
General merchandise group	131	76,110	11,252	94	62,227	8,846
Department stores	7	58,271	8,594	6	49,156	7,098
Variety stores	57	(D)	(D)	65	11,026	1,526
General merchandise stores, n.e.c.	63	(D)	(D)	23	2,045	222
Apparel, accessories stores	283	43,663	6,739	211	34,268	4,608
Shoe stores	64	9,929	1,395	33	6,418	835
Men's, boys' clothing and furnishings stores[3]	47	(D)	(D)	45	9,587	1,465
Family clothing stores[3]	31	3,511	567	23	3,785	535
Women's clothing, specialty stores	90	15,368	2,267	70	(D)	(D)
Ready-to-wear stores[3]	53	(D)	(D)	49	(D)	(D)
All other apparel stores	37	3,207	543	30	(D)	(D)
Furniture, home furnishings, appliance dealers	179	21,303	3,794	153	20,309	3,043
Furniture stores[3]	58	13,415	2,703	49	(D)	(D)
Other home furnishings stores[3]	21	(D)	(D)	33	(D)	(D)
Household appliance, radio, TV stores	68	(D)	(D)	40	(D)	(D)
Automotive group	233	100,342	9,377	222	62,379	5,509
Passenger car dealers (franchised & nonfranchised)	141	86,406	6,908	123	(D)	(D)
Tire, battery, accessory dealers	66	10,233	1,481	79	7,944	1,106
Other automotive dealers	26	3,703	288	20	(D)	(D)
Gasoline service stations	513	32,640	3,284	351	14,398	1,575
Lumber, building materials, hardware, farm equip. dealers	231	29,751	3,164	179	27,372	2,521
Drug stores, proprietary stores	155	14,770	2,387	163	12,679	1,876
Other retail stores[4]	717	41,649	6,055	542	30,482	3,267
Liquor stores	110	7,784	325	127	7,387	324
Jewelry stores	48	6,206	984	38	5,588	895
Sporting goods, bicycle stores	25	1,819	261	18	(D)	(D)
Florists	76	1,387	215	52	(D)	(D)
Music stores	27	2,192	418	24	1,764	352
Camera, photographic supply stores	17	(D)	(D)	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	66	9,526	3,216	83	9,062	2,551
Motion picture theaters	38	4,505	910	33	4,293	[5]618

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 357 such establishments with sales of $9,180,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Revised.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SAN ANTONIO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,146	540,124	61,660	4,595	381,451	41,321
Food stores	1,291	126,973	7,074	1,337	81,913	4,400
Eating, drinking places	1,269	40,008	7,395	1,206	28,691	5,068
Eating places	670	29,228	6,278	627	20,789	4,228
Drinking places	597	10,714	1,117	579	7,902	840
General merchandise group	145	77,017	11,327	105	63,008	8,919
Department stores	7	58,271	8,594	6	49,156	7,098
Variety stores	59	11,722	1,852	69	11,259	1,546
General merchandise stores, n.e.c	75	6,972	881	30	2,593	275
Apparel, accessories stores	295	44,344	6,818	214	34,392	4,613
Shoe stores	66	(D)	(D)	33	6,418	835
Men's, boys' clothing and furnishings stores[3]	49	11,836	2,022	45	9,587	1,465
Family clothing stores[3]	31	3,511	567	23	3,785	535
Women's clothing, specialty stores	93	15,453	2,273	72	13,053	1,620
Ready-to-wear stores[3]	55	12,886	1,777	50	11,816	1,460
All other apparel stores	42	3,339	550	31	1,472	189
Furniture, home furnishings, appliance dealers	187	21,840	3,875	157	20,459	3,051
Furniture stores[3]	61	13,570	2,738	62	13,421	2,061
Other home furnishings stores[3]	23	(D)	(D)	54	2,625	467
Household appliance, radio, TV stores	71	6,395	871	41	4,031	523
Automotive group	242	101,449	9,401	231	62,852	5,539
Passenger car dealers (franchised & nonfranchised)	147	87,075	7,625	126	53,640	4,344
Tire, battery, accessory dealers	66	10,233	1,481	84	8,067	1,125
Other automotive dealers	29	(D)	(D)	21	1,145	70
Gasoline service stations	554	35,441	3,585	412	16,530	1,750
Lumber, building materials, hardware, farm equip. dealers	244	31,809	3,404	198	29,227	2,675
Drug stores, proprietary stores	163	15,878	2,557	170	13,480	2,002
Other retail stores[4]	756	45,365	6,224	565	30,899	3,304
Liquor stores	126	8,539	366	139	7,626	330
Jewelry stores	48	6,206	984	42	5,595	895
Sporting goods, bicycle stores	26	(D)	(D)	19	1,523	194
Florists	79	1,482	234	54	1,337	212
Music stores	28	(D)	(D)	24	1,764	352
Camera, photographic supply stores	18	3,155	541	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	66	9,526	3,216	83	9,062	2,551
Motion picture theaters	38	4,505	910	33	4,293	[5]618

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 372 such establishments with sales of $9,359,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Revised.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SAN ANTONIO, THE ENTIRE CITY, AND THE SAN ANTONIO STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	2.8	40.3	74.9	41.6	74.9
Food stores	-19.2	53.8	59.7	55.0	60.5
Eating, drinking places	-21.0	39.9	77.4	39.4	72.6
Eating places	-28.4	38.8	86.4	40.9	85.0
Drinking places	7.6	42.7	57.0	35.6	45.5
General merchandise group	4.9	22.3	317.9	22.2	262.3
Department stores	(D)	18.5	(D)	18.5	XXX
Variety stores	-6.4	(D)	(D)	4.1	43.7
General merchandise stores, n.e.c	(D)	(D)	(D)	168.9	(D)
Apparel, accessories stores	15.6	27.4	197.6	28.9	210.9
Shoe stores	(D)	54.7	(D)	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	10.1	(D)	(D)	23.6	526.5
Family clothing stores[3]	-15.5	-7.2	85.5	-7.2	85.5
Women's clothing, specialty stores	1.5	(D)	(D)	18.4	236.6
Ready-to-wear stores[3]	-7.2	(D)	(D)	9.1	209.0
All other apparel stores	115.5	(D)	(D)	126.8	152.7
Furniture, home furnishings, appliance dealers	-12.8	4.9	33.8	6.8	38.1
Furniture stores[3]	-22.7	(D)	(D)	1.1	91.0
Other home furnishings stores[3]	30.5	(D)	(D)	(D)	(D)
Household appliance, radio, TV stores	51.2	(D)	(D)	58.6	62.5
Automotive group	-3.4	60.9	131.3	61.4	131.4
Passenger car dealers (franchised and nonfranchised)	-1.6	(D)	(D)	62.3	133.6
Tire, battery, accessory dealers	-11.6	28.8	69.8	26.9	64.6
Other automotive dealers	-53.0	(D)	(D)	(D)	(D)
Gasoline service stations	-14.5	126.7	139.6	114.4	124.6
Lumber, building materials, hardware, farm equip. dealers	-44.8	8.7	16.6	8.8	16.2
Drug stores, proprietary stores	-9.8	16.5	34.4	17.8	34.8
Other retail stores[4]	36.2	36.6	37.0	46.8	56.0
Liquor stores	-27.3	5.4	14.7	12.0	22.8
Jewelry stores	1.5	11.1	839.1	10.9	746.5
Sporting goods, bicycle stores	-22.7	(D)	(D)	(D)	(D)
Florists	42.3	(D)	(D)	10.8	44.9
Music stores	30.6	24.3	4.4	(D)	(D)
Camera, photographic supply stores	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	3.4	5.1	54.5	5.1	54.5
Motion picture theaters	-9.6	4.9	39.4	4.9	39.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1]Minus sign (-) denotes decrease. XXX Not applicable.
[2]Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).
[3]Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4]This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SAN ANTONIO CITY AND OF SAN ANTONIO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	35.2	48.0	33.5	46.2
Food stores	3.9	7.4	3.6	6.9
Eating, drinking places	21.5	38.1	20.1	35.4
Eating places	21.4	41.4	19.8	38.9
Drinking places	21.8	28.9	20.8	26.2
General merchandise group	81.0	94.4	80.1	93.3
Department stores	(D)	100.0	(D)	100.0
Variety stores	(D)	80.7	71.1	79.1
General merchandise stores, n.e.c	(D)	35.0	(D)	27.6
Apparel, accessories stores	84.8	93.5	83.5	93.1
Shoe stores	92.8	(D)	(D)	(D)
Men's, boys' clothing and furnishings stores[2]	(D)	97.3	86.8	97.4
Family clothing stores[2]	83.6	91.8	83.6	91.8
Women's clothing, specialty stores	80.0	(D)	79.5	92.8
Ready-to-wear stores[2]	(D)	(D)	78.7	92.5
All other apparel stores	68.8	(D)	66.1	69.6
Furniture, home furnishings, appliance dealers	51.5	62.0	50.3	61.5
Furniture stores[2]	61.2	(D)	60.5	79.1
Other home furnishings stores[2]	(D)	(D)	(D)	20.3
Household appliance, radio, TV stores	(D)	(D)	32.4	34.0
Automotive group	31.4	52.3	31.1	51.9
Passenger car dealers (franchised and nonfranchised)	32.2	(D)	32.0	52.7
Tire, battery, accessory dealers	34.5	50.3	34.5	49.5
Other automotive dealers	4.5	(D)	(D)	31.0
Gasoline service stations	3.2	8.4	2.9	7.3
Lumber, building materials, hardware, farm equip. dealers	6.5	12.8	6.1	12.0
Drug stores, proprietary stores	31.4	40.6	29.2	38.2
Other retail stores[3]	47.1	47.2	43.2	46.6
Liquor stores	15.4	22.3	14.0	21.6
Jewelry stores	90.3	98.9	90.3	98.7
Sporting goods, bicycle stores	59.0	(D)	(D)	91.3
Florists	14.9	(D)	14.0	26.9
Music stores	79.6	75.7	(D)	75.7
Camera, photographic supply stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN ANTONIO, THE ENTIRE CITY, AND THE SAN ANTONIO STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	2.5	3.2	22.7	20.7	23.5	21.5
Eating, drinking places	4.4	5.8	7.3	7.3	7.4	7.5
Eating places	3.2	4.6	5.3	5.3	5.4	5.4
Drinking places	1.2	1.2	2.0	2.0	2.0	2.1
General merchandise group	34.1	33.4	14.8	17.0	14.3	16.5
Department stores	(D)	27.9	11.3	13.4	10.8	12.9
Variety stores	4.6	5.1	(D)	3.0	2.2	3.0
General merchandise stores, n.e.c.	(D)	0.4	(D)	0.6	1.3	0.7
Apparel, accessories stores	20.5	18.2	8.5	9.3	8.2	9.0
Shoe stores	5.1	(D)	1.9	1.7	(D)	1.7
Men's, boys' clothing and furnishings stores[1]	5.7	5.3	(D)	2.4	2.2	2.3
Family clothing stores[1]	1.6	2.0	0.7	1.2	0.6	1.2
Women's clothing, specialty stores	6.9	6.9	3.0	(D)	2.8	3.4
Ready-to-wear stores[1]	5.6	6.2	(D)	(D)	2.4	3.1
All other apparel stores	1.2	0.6	0.6	(D)	0.6	0.4
Furniture, home furnishings, appliance dealers	6.1	7.1	4.1	5.5	4.0	5.4
Furniture stores[1]	4.6	6.0	2.6	(D)	2.5	3.5
Other home furnishings stores[1]	0.4	0.3	(D)	(D)	(D)	0.8
Household appliance, radio, TV stores	1.1	0.8	(D)	(D)	1.2	1.1
Automotive group	17.4	18.5	19.5	17.0	18.8	16.5
Passenger car dealers (franchised and nonfranchised)	15.4	16.0	16.8	(D)	16.1	14.1
Tire, battery, accessory dealers	1.9	2.3	2.0	2.2	1.9	2.1
Other automotive dealers	0.1	0.2	0.7	(D)	(D)	0.3
Gasoline service stations	0.6	0.7	6.3	3.9	6.6	4.3
Lumber, building materials, hardware, farm equipment dealers	1.1	2.0	5.8	7.5	5.9	7.7
Drug stores, proprietary stores	2.6	2.9	2.9	3.5	2.9	3.5
Other retail stores[2]	10.7	8.2	8.1	8.3	8.4	8.1
Liquor stores	0.7	0.9	1.5	2.0	1.6	2.0
Jewelry stores	3.1	3.1	1.2	1.5	1.1	1.5
Sporting goods, bicycle stores	0.6	0.8	0.4	(D)	(D)	0.4
Florists	0.1	0.2	0.3	(D)	0.3	0.4
Music stores	1.0	0.8	0.4	0.5	(D)	0.5
Camera, photographic supply stores	(D)	(D)	(D)	0.1	0.6	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—20

CENTRAL BUSINESS DISTRICT STATISTICS



Austin, Texas

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE • BUREAU OF THE CENSUS • *WASHINGTON* • *1956*

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Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

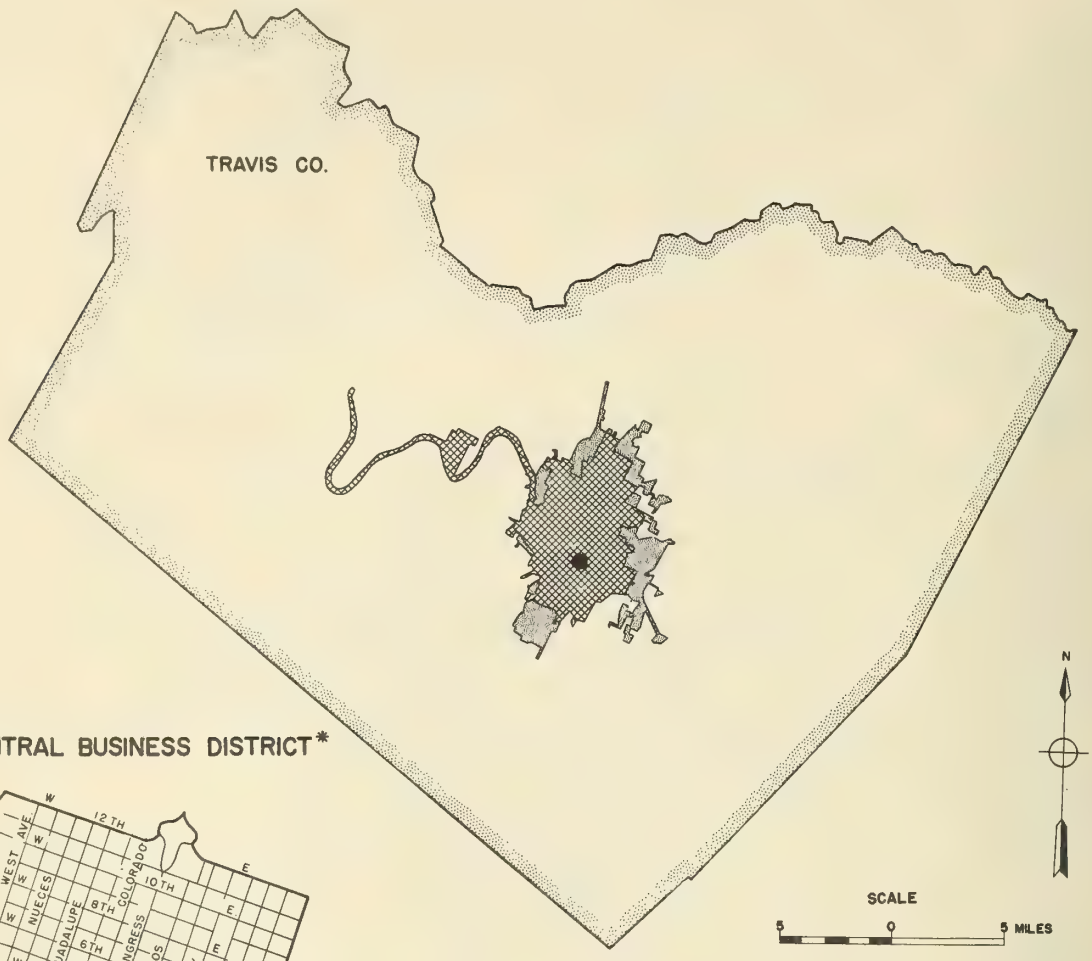
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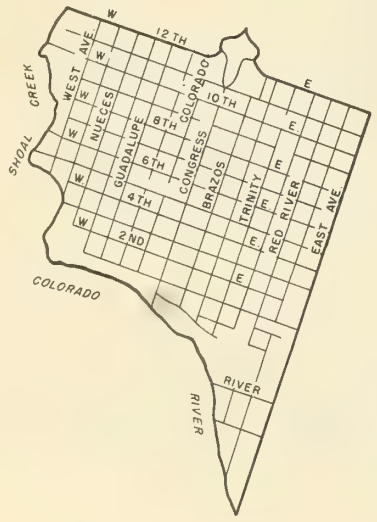
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AUSTIN, TEXAS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT*



SCALE
800 0 800 FT.

● CENTRAL BUSINESS DISTRICT
AREA OF CITY, 1948
ANNEXATIONS THROUGH 1954
STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT II

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF AUSTIN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	456	85,234	12,000	459	78,375	9,571
od stores	27	2,258	157	36	4,811	349
ting, drinking places	102	4,576	1,049	97	4,287	939
Eating places	57	3,814	992	63	3,477	794
Drinking places	41	728	57	34	810	145
neral merchandise group	20	14,707	2,541	17	14,554	2,322
Variety stores	3	1,842	298	7	2,179	316
General merchandise stores (except variety)	17	12,865	2,243	10	12,375	2,006
parel, accessories stores	83	14,523	2,135	57	11,099	1,237
Shoe stores	29	3,176	402	14	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	13	3,138	457	13	(D)	(D)
Family clothing stores[3]	6	852	105	6	874	90
Women's clothing, specialty stores	31	7,251	1,161	18	5,497	709
Ready-to-wear stores[3]	17	5,675	897	15	5,381	690
All other apparel stores	4	106	10	6	248	25
rniture, home furnishings, appliance dealers	25	5,236	925	25	5,051	646
Furniture, home furnishings stores, antique stores[3]	14	(D)	(D)	19	3,530	431
Household appliance, radio, TV stores	5	1,842	420	6	1,521	215
tomotive group	50	22,214	1,962	56	18,372	1,823
soline service stations	19	1,184	148	26	1,027	118
mber, building materials, hardware, farm equip. dealers	17	10,102	1,660	19	10,535	1,106
Hardware stores	5	1,686	212	7	1,952	214
Other	12	8,416	1,448	12	8,583	892
ug stores, proprietary stores	22	2,058	342	26	2,593	389
her retail stores[4]	91	8,376	1,081	100	6,046	642
Liquor stores	11	732	39	26	1,177	42
Jewelry stores	19	(D)	(D)	13	2,105	306
Book, stationery stores	5	1,155	192	2	(D)	(D)
SELECTED SERVICE TRADES						
tels	11	2,996	1,033	11	(D)	(D)
tion picture theaters	8	1,265	240	7	1, 090	181

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Group totals may include data for establishments without payroll which could not be classified by detailed nd of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the oup totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF AUSTIN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll entire year ($1,000
RETAIL STORES						
Retail stores, total[2]	1,429	179,142	20,850	1,237	133,290	14,5
Food stores	237	38,612	2,420	283	26,812	1,4
Eating, drinking places	305	13,426	2,724	272	10,380	2,2
Eating places	192	10,592	2,415	179	8,329	1,91
Drinking places	111	2,818	309	93	2,051	3
General merchandise group	51	16,693	2,750	32	(D)	(D
Variety stores	24	3,195	453	21	(D)	(D
General merchandise stores (except variety)	27	13,498	2,297	11	(D)	(D
Apparel, accessories stores	112	16,944	2,382	74	(D)	(D
Shoe stores	33	3,437	437	15	2,018	24
Men's, boys' clothing and furnishings stores[3]	19	3,650	500	15	(D)	17
Family clothing stores[3]	6	852	105	6	874	9
Women's clothing, specialty stores	47	8,775	1,317	26	6,054	77
Ready-to-wear stores[3]	27	6,806	1,013	20	(D)	85
All other apparel stores	7	230	23	11	(D)	(D
Furniture, home furnishings, appliance dealers	87	10,760	1,645	56	(D)	(D
Furniture, home furnishings stores, antique stores[3]	40	6,663	916	37	(D)	(D
Household appliance, radio, TV stores	31	3,913	729	15	(D)	(D
Automotive group	92	(D)	(D)	94	(D)	(D
Gasoline service stations	174	11,234	1,191	128	5,684	64
Lumber, building materials, hardware, farm equip. dealers	68	15,917	2,283	47	14,464	1,52
Hardware stores	13	(D)	(D)	11	(D)	(D
Other	55	(D)	(D)	36	(D)	(D
Drug stores, proprietary stores	64	(D)	(D)	64	(D)	(D
Other retail stores[4]	239	(D)	(D)	187	10,934	1,09
Liquor stores	32	(D)	(D)	43	2,144	6
Jewelry stores	20	2,830	442	17	2,344	35
Book, stationery stores	11	(D)	(D)	8	1,779	18
SELECTED SERVICE TRADES						
Hotels	16	3,087	1,048	13	1,788	52
Motion picture theaters	17	1,899	384	14	(D)	28

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detail kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 19 there were 98 such establishments with sales of $5,885,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in t group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
AUSTIN STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,495	181,523	20,981	1,405	137,379	14,811
ood stores	248	38,924	2,434	327	28,015	1,523
ating, drinking places	328	13,814	2,759	316	11,076	2,321
Eating places	203	10,787	2,436	196	8,664	1,966
Drinking places	121	2,989	323	120	2,412	355
eneral merchandise group	60	17,141	2,770	47	15,794	2,438
Variety stores	24	3,195	453	22	2,856	398
General merchandise stores (except variety)	36	13,946	2,317	25	12,938	2,040
pparel, accessories stores	112	16,944	2,382	75	11,953	1,312
Shoe stores	33	3,437	437	15	2,018	246
Men's, boys' clothing and furnishings stores[3]	19	3,650	500	15	(D)	177
Family clothing stores[3]	6	852	105	6	874	90
Women's clothing, specialty stores	47	8,775	1,317	26	6,054	773
Ready-to-wear stores[3]	27	6,806	1,013	20	(D)	750
All other apparel stores	7	230	23	12	340	26
urniture, home furnishings, appliance dealers	87	10,760	1,645	58	7,094	891
Furniture, home furnishings stores, antique stores[3]	40	6,663	916	37	(D)	616
Household appliance, radio, TV stores	31	3,913	729	17	1,940	275
utomotive group	95	34,060	2,876	95	25,173	2,096
asoline service stations	184	11,473	1,198	163	6,208	661
umber, building materials, hardware, farm equip. dealers	71	16,152	2,304	55	15,008	1,572
Hardware stores	14	(D)	(D)	13	2,209	227
Other	57	(D)	(D)	42	12,799	1,345
rug stores, proprietary stores	65	6,013	898	65	5,721	858
ther retail stores[4]	245	16,242	1,715	204	11,337	1,139
Liquor stores	33	3,266	134	52	2,248	67
Jewelry stores	20	2,830	442	17	2,344	357
Book, stationery stores	11	(D)	(D)	8	1,779	189
SELECTED SERVICE TRADES						
otels	16	3,087	1,048	13	1,788	522
otion picture theaters	17	1,899	384	17	1,654	304

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed ind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 here were 102 such establishments with sales of $5,909,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the roup totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF AUSTIN, THE ENTIRE CITY, AND THE AUSTIN STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	8.8	34.4	71.0	32.1	63
Food stores	-53.1	44.0	65.2	38.9	58
Eating, drinking places	6.7	29.3	45.2	24.7	36
Eating places	9.7	27.2	39.7	24.5	34
Drinking places	-10.1	37.4	68.4	23.9	41
General merchandise group	1.0	(D)	(D)	8.5	96
Variety stores	-15.5	(D)	(D)	11.9	99
General merchandise stores (except variety)	4.0	(D)	(D)	7.8	92
Apparel, accessories stores	30.8	(D)	(D)	41.8	183
Shoe stores	(D)	70.3	(D)	70.3	(
Men's, boys' clothing and furnishings stores[3]	(D)	(D)	(D)	(D)	(
Family clothing stores[3]	-2.5	-2.5	...	-2.5	.
Women's clothing, specialty stores	31.9	44.9	173.6	44.9	173
Ready-to-wear stores[3]	5.5	(D)	(D)	(D)	(
All other apparel stores	-57.3	(D)	(D)	-32.4	34
Furniture, home furnishings, appliance dealers	3.7	(D)	(D)	51.7	170
Furniture, home furnishings stores, antique stores[3]	(D)	(D)	(D)	(D)	(
Household appliance, radio, TV stores	21.1	(D)	(D)	101.7	394
Automotive group	20.9	(D)	(D)	35.3	74
Gasoline service stations	15.3	97.6	115.8	84.8	98
Lumber, building materials, hardware, farm equip. dealers	-4.1	10.0	48.0	7.6	35
Hardware stores	-13.6	(D)	(D)	(D)	(
Other	-1.9	(D)	(D)	(D)	(
Drug stores, proprietary stores	-20.6	(D)	(D)	5.1	26
Other retail stores[4]	38.5	(D)	(D)	43.3	48
Liquor stores	-37.8	(D)	(D)	45.3	136
Jewelry stores	(D)	20.7	(D)	20.7	(
Book, stationery stores	(D)	(D)	(D)	(D)	(
SELECTED SERVICE TRADES					
Hotels	(D)	72.7	(D)	72.7	(
Motion picture theaters	16.1	(D)	(D)	14.8	-53

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in t group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF AUSTIN AND OF AUSTIN STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	47.6	58.8	47.0	57.1
ood stores	5.8	17.9	5.8	17.2
ting, drinking places	34.1	41.3	33.1	38.7
Eating places	36.0	41.7	35.4	40.1
Drinking places	25.8	39.5	24.4	33.6
neral merchandise group	88.1	(D)	85.8	92.1
Variety stores	57.7	(D)	57.7	76.3
General merchandise stores (except variety)	95.3	(D)	92.2	95.6
parel, accessories stores	85.7	(D)	85.7	92.9
Shoe stores	92.4	(D)	92.4	(D)
Men's, boys' clothing and furnishings stores[2]	86.0	(D)	86.0	(D)
Family clothing stores[2]	100.0	100.0	100.0	100.0
Women's clothing, specialty stores	82.6	90.8	82.6	90.8
Ready-to-wear stores[2]	83.4	(D)	83.4	(D)
All other apparel stores	46.1	(D)	46.1	72.9
rniture, home furnishings, appliance dealers	48.7	(D)	48.7	71.2
Furniture, home furnishings stores, antique stores[2]	(D)	(D)	(D)	(D)
Household appliance, radio, TV stores	47.1	(D)	47.1	78.4
tomotive group	(D)	(D)	65.2	73.0
soline service stations	10.5	18.1	10.3	16.5
mber, building materials, hardware, farm equip. dealers	63.5	72.8	62.5	70.2
Hardware stores	(D)	(D)	(D)	88.4
Other	(D)	(D)	(D)	67.1
ug stores, proprietary stores	(D)	(D)	34.2	45.3
her retail stores[3]	(D)	55.3	51.6	53.3
Liquor stores	(D)	54.9	22.4	52.4
Jewelry stores	(D)	89.8	(D)	89.8
Book, stationery stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the oup totals.

[3] This group total includes kinds of business note included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF AUSTIN, THE ENTIRE CITY, AND THE AUSTIN STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	195
Retail stores, total	100.0	100.0	100.0	100.0	100.0	10
Food stores	2.6	6.1	21.6	20.1	21.4	2
Eating, drinking places	5.4	5.5	7.5	7.8	7.6	
Eating places	4.5	4.5	5.9	6.2	5.9	
Drinking places	0.9	1.0	1.6	1.5	1.6	
General merchandise group	17.3	18.6	9.3	(D)	9.5	1
Variety stores	2.2	2.8	1.8	(D)	1.8	
General merchandise stores (except variety)	15.1	15.8	7.5	(D)	7.7	
Apparel, accessories stores	17.0	14.2	9.5	(D)	9.3	
Shoe stores	3.7	(D)	1.9	1.5	1.9	
Men's, boys' clothing and furnishings stores[1]	3.7	(D)	2.0	(D)	2.0	
Family clothing stores[1]	1.0	1.1	0.5	0.7	0.5	
Women's clothing, specialty stores	8.5	7.0	4.9	4.5	4.8	
Ready-to-wear stores[1]	6.7	6.9	3.8	(D)	3.7	
All other apparel stores	0.1	0.3	0.1	(D)	0.1	
Furniture, home furnishings, appliance dealers	6.1	6.4	6.0	(D)	5.9	
Furniture, home furnishings stores, antique stores[1]	(D)	4.5	3.7	(D)	3.7	
Household appliance, radio, TV stores	2.2	1.9	2.2	(D)	2.1	
Automotive group	26.1	23.4	(D)	(D)	18.8	1
Gasoline service stations	1.4	1.3	6.3	4.3	6.3	
Lumber, building materials, hardware, farm equipment dealers	11.9	13.4	8.9	10.9	8.9	1
Hardware stores	2.0	2.5	(D)	(D)	(D)	
Other	9.9	11.0	(D)	(D)	(D)	
Drug stores, proprietary stores	2.4	3.3	(D)	(D)	3.3	
Other retail stores[2]	9.8	7.8	(D)	8.2	9.0	
Liquor stores	0.9	1.5	(D)	1.6	1.8	
Jewelry stores	(D)	2.7	1.6	1.8	1.6	
Book, stationery stores	1.4	(D)	(D)	1.3	(D)	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Cincinnati, Ohio

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses f Manufactures and Mineral Industries, was authorized by w under Title 13, United States Code, section 131. These)54 Censuses covered businesses operated in continental nited States, Alaska, and Hawaii. Separate Censuses of usiness and Manufactures for 1954 were also conducted Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholele Trade, and Selected Service Trades. This series of bultins provides findings for retail trade establishments, otels, and motion picture theaters in selected central busiss districts and related cities and standard metropolitan eas. The definition and map of the Central Business istrict for which data are shown in this bulletin and its lation to the Central City and Standard Metropolitan Area which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area presenting their "Central Business District," it was necesry for the Bureau of the Census to arrange for the delineion of such districts before a program to tabulate 1954 nsus data for them could be implemented. The delineation Central Business Districts was accomplished with the operation of the Census Tract Committees in the large ies included in the Central Business District (CBD) ogram. In their work on the CBD's, the Census Tract mmittees obtained the representation of a variety of local terests, such as business firms and associations, newspapers, anning agencies, welfare organizations, local governmental dies, etc.

The objective of the CBD Program was stated, as follows, a letter from the Director of the Census Bureau to the act Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

ecause there are no generally accepted rules for determining hat a CBD area should include or exclude, the Census reau did not provide rigid specifications for defining the BD but (1) provided a general characterization of the BD, describing it as "an area of very high land valuation, area characterized by a high concentration of retail busisses, offices, theaters, hotels, and 'service' businesses, and area of high traffic flow"; and (2) required that the BD ordinarily should be defined to follow existing tract es, i. e., to consist of one or more whole Census tracts. e emphasis put on tracts was based on the anticipation at other Census statistics than those derived from the 54 Census of Business would also [eventually] be tabulated r CBD's. It was recognized that tract basis for CBD's ght lead to the inclusion of some land area not properly thin a strictly defined CBD or to the exclusion of a small rtion of what should be in the CBD. It was believed that is limitation generally would not prove to be serious as e difference in area probably would not significantly alter e magnitudes being measured. Provision, however, was ade for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristic gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures are compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florists' shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Cincinnati, Ohio

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CINCINNATI, OHIO

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

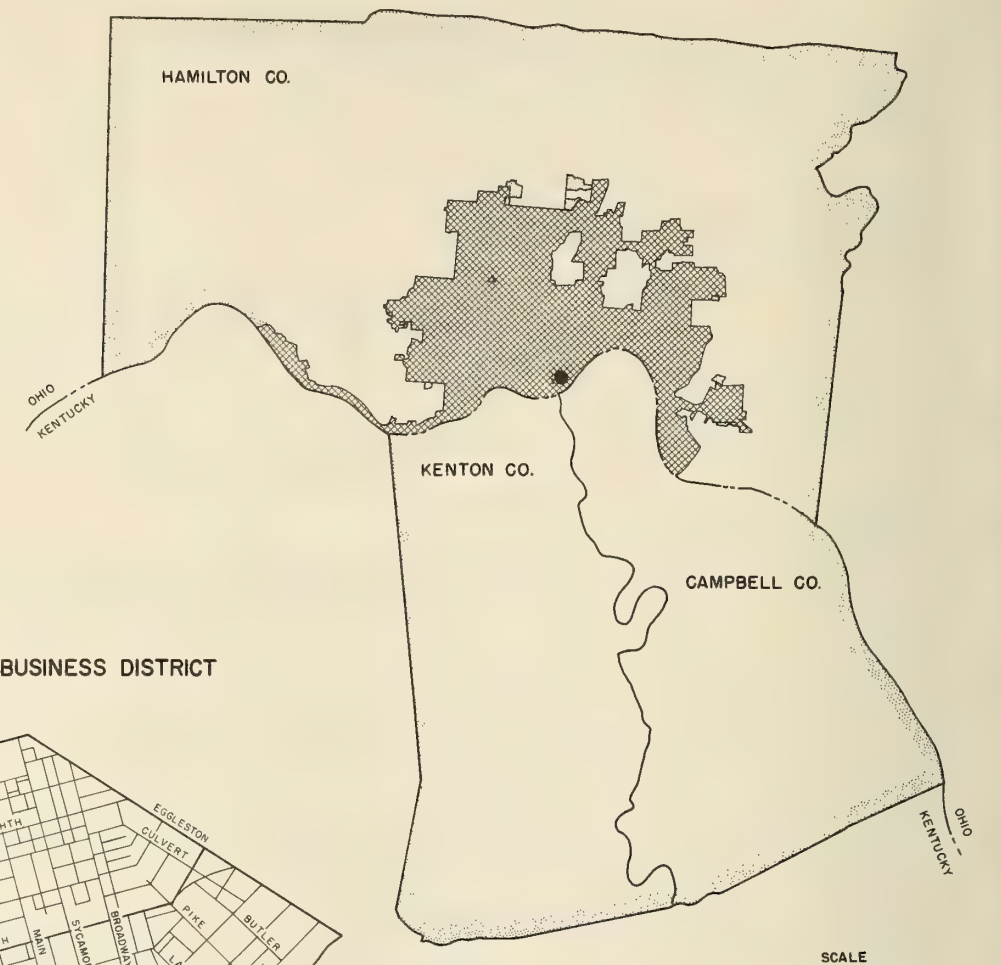


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF CINCINNATI

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	898	265,568	44,856	1,054	245,553	38,370
Food stores	101	10,215	1,120	143	8,680	825
Eating, drinking places	215	18,265	4,907	226	20,004	5,481
Eating places	147	13,701	3,827	145	14,169	3,781
Drinking places	68	4,564	1,080	81	5,835	1,700
General merchandise group	20	109,160	18,987	22	99,794	16,837
Department stores	6	100,677	17,392	6	92,315	15,567
Variety stores	5	6,335	1,156	8	5,592	977
General merchandise stores, n.e.c	9	2,148	439	8	1,887	293
Apparel, accessories stores	164	42,707	7,669	194	41,436	4,943
Shoe stores	44	6,138	974	38	5,856	800
Men's, boys' clothing and furnishings stores[3]	26	6,660	1,200	39	5,153	798
Family clothing stores[3]	9	15,182	2,906	10	14,431	1,086
Women's clothing, specialty stores	52	12,764	2,162	63	13,786	1,833
Ready-to-wear stores[3]	26	10,884	1,868	29	12,790	1,686
All other apparel stores	31	1,915	427	37	2,173	426
Furniture, home furnishings, appliance dealers	68	14,845	2,891	72	13,197	2,231
Furniture stores[3]	28	9,777	1,953	28	8,485	1,476
Other home furnishings stores[3]	21	1,937	430	24	1,724	282
Household appliance, radio, TV stores	15	3,087	508	18	2,931	473
Automotive group	12	27,586	2,399	18	20,797	2,127
Passenger car dealers (franchised & nonfranchised)	6	25,669	2,063	10	19,341	1,844
Tire, battery, accessory dealers	4	1,867	336	6	(D)	(D)
Other automotive dealers	2	(D)	...	2	(D)	(D)
Gasoline service stations	23	1,823	225	28	1,515	102
Lumber, building materials, hardware, farm equip. dealers	24	10,626	1,406	30	8,381	1,210
Hardware stores	4	1,009	246	6	1,040	224
Other	20	9,617	1,160	24	7,341	986
Drug stores, proprietary stores	33	5,383	760.	31	4,560	706
Other retail stores[4]	238	24,958	4,492	290	27,189	3,908
Liquor stores	6	2,224	57	12	2,470	74
Jewelry stores	46	5,803	1,117	50	5,008	895
Book, stationery stores	18	1,761	378	18	1,879	418
Sporting goods, bicycle stores	5	1,264	274	5	1,461	230
Florists	12	487	89	17	544	84
Music stores	8	3,314	716	12	1,875	357
Camera, photographic supply stores	6	1,192	169	7	852	121
SELECTED SERVICE TRADES						
Hotels	35	16,739	6,703	37	13,799	5,048
Motion picture theaters	8	2,922	651	13	3,633	802

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF CINCINNATI

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,535	754,795	95,324	6,027	603,550	75,292
Food stores	1,629	164,769	11,673	1,993	129,400	7,554
Eating, drinking places	1,253	66,168	13,719	1,316	59,041	12,521
Eating places	677	37,755	8,682	571	27,818	6,687
Drinking places	576	28,413	5,037	745	31,223	5,834
General merchandise group	169	135,881	23,010	139	118,890	19,844
Department stores	9	116,723	20,201	9	106,944	17,993
Variety stores	78	10,529	1,817	88	9,028	1,476
General merchandise stores, n.e.c	82	8,629	992	42	2,918	375
Apparel, accessories stores	436	60,153	9,874	478	60,180	8,953
Shoe stores	101	10,352	1,522	107	8,852	1,054
Men's, boys' clothing and furnishings stores[3]	58	9,620	1,520	74	8,445	1,086
Family clothing stores[3]	54	18,891	3,473	48	17,528	3,006
Women's clothing, specialty stores	136	18,053	2,816	154	19,708	2,574
Ready-to-wear stores[3]	82	15,260	2,443	82	18,082	2,393
All other apparel stores	65	2,893	543	68	5,161	1,233
Furniture, home furnishings, appliance dealers	316	38,223	6,053	272	28,082	4,169
Furniture stores[3]	109	22,085	3,719	105	17,439	2,658
Other home furnishings stores[3]	52	5,171	1,040	50	3,977	792
Household appliance, radio, TV stores	107	9,939	1,294	93	6,209	719
Automotive group	172	142,038	13,018	206	87,201	8,250
Passenger car dealers (franchised & nonfranchised)	127	135,052	11,752	149	80,560	7,260
Tire, battery, accessory dealers	35	5,944	1,203	39	5,349	821
Other automotive dealers	10	1,042	63	18	1,292	169
Gasoline service stations	398	35,217	3,321	394	20,563	1,674
Lumber, building materials, hardware, farm equip. dealers	196	35,361	4,623	196	24,679	3,644
Hardware stores	80	(D)	(D)	87	5,305	322
Other	116	(D)	(D)	109	19,374	3,322
Drug stores, proprietary stores	266	23,677	3,058	269	18,276	2,294
Other retail stores[4]	700	53,308	6,975	764	57,238	6,389
Liquor stores	80	14,453	483	131	12,691	434
Jewelry stores	94	7,760	1,418	96	6,200	1,059
Book, stationery stores	27	1,897	388	24	(D)	(D)
Sporting goods, bicycle stores	22	1,710	299	11	1,594	240
Florists	56	2,491	436	55	2,068	271
Music stores	21	(D)	(D)	24	(D)	(D)
Camera, photographic supply stores	18	(D)	(D)	16	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	53	19,530	7,832	51	16,315	6,102
Motion picture theaters	42	5,592	1,310	66	7,000	1,585

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 417 such establishments with sales of $19,793.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CINCINNATI STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	9,231	1,119,117	133,698	9,615	853,900	98,648
Food stores	2,642	279,482	19,373	3,077	206,201	11,729
Eating, drinking places	2,211	111,633	22,121	2,276	91,675	17,977
Eating places	1,146	63,098	14,284	872	38,820	8,951
Drinking places	1,065	48,535	7,837	1,404	52,855	9,026
General merchandise group	279	151,304	25,003	258	131,741	21,262
Department stores	13	122,434	21,047	12	111,513	18,650
Variety stores	128	16,736	2,710	131	13,361	1,991
General merchandise stores, n.e.c	138	12,134	1,246	115	6,867	621
Apparel, accessories stores	632	73,823	11,473	652	72,080	10,073
Shoe stores	148	13,889	1,971	148	11,635	1,324
Men's, boys' clothing and furnishings stores[3]	97	13,628	2,046	106	11,352	1,285
Family clothing stores[3]	78	20,928	3,697	71	19,014	3,176
Women's clothing, specialty stores	186	21,233	3,154	200	23,427	2,969
Ready-to-wear stores[3]	116	17,943	2,737	115	21,649	2,759
All other apparel stores	85	3,539	605	87	5,822	1,319
Furniture, home furnishings, appliance dealers	497	58,214	8,448	412	38,138	5,221
Furniture stores[3]	153	32,758	5,012	136	22,451	3,248
Other home furnishings stores[3]	81	7,463	1,404	66	4,887	957
Household appliance, radio, TV stores	187	16,423	2,032	165	9,891	1,016
Automotive group	324	196,305	18,461	356	125,691	12,123
Passenger car dealers (franchised & nonfranchised)	229	183,162	16,479	245	115,327	10,724
Tire, battery, accessory dealers	75	9,738	1,775	85	7,885	1,150
Other automotive dealers	20	(D)	(D)	26	2,479	249
Gasoline service stations	718	59,737	5,409	721	33,950	2,607
Lumber, building materials, hardware, farm equip. dealers	392	67,291	8,749	353	45,639	6,163
Hardware stores	146	11,005	1,349	158	10,030	769
Other	246	56,286	7,400	195	35,609	5,394
Drug stores, proprietary stores	421	37,419	4,591	425	27,848	3,277
Other retail stores[4]	1,115	83,909	10,070	1,085	80,937	8,216
Liquor stores	148	22,326	848	214	19,103	763
Jewelry stores	141	10,722	2,006	129	8,065	1,353
Book, stationery stores	31	2,006	391	29	2,290	454
Sporting goods, bicycle stores	45	2,628	383	25	2,019	267
Florists	104	4,123	663	82	2,862	352
Music stores	27	3,640	736	29	2,242	378
Camera, photographic supply stores	19	(D)	226	18	1,187	142
SELECTED SERVICE TRADES						
Hotels	66	20,065	8,046	62	16,702	6,222
Motion picture theaters	73	7,595	1,767	104	9,143	[2]2,084

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 699 such establishments with sales of $32,266.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF CINCINNATI, THE ENTIRE CITY, AND THE CINCINNATI STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	8.1	25.1	36.7	31.1	40.4
Food stores	17.7	27.3	28.0	35.5	36.3
Eating, drinking places	-8.7	12.1	22.7	21.8	30.3
Eating places	-3.3	35.7	76.2	62.5	100.4
Drinking places	-21.8	-9.0	-6.1	-8.2	-6.5
General merchandise group	9.4	14.3	39.9	14.8	31.9
Department stores	9.1	9.1	9.7	9.8	13.3
Variety stores	13.3	16.6	22.1	25.3	33.9
General merchandise stores, n.e.c.	13.8	195.7	528.6	76.7	100.5
Apparel, accessories stores	3.1	-0.1	-6.9	2.4	1.5
Shoe stores	4.8	16.9	40.7	19.4	34.6
Men's, boys' clothing and furnishings stores[3]	29.2	13.9	-10.1	20.0	12.4
Family clothing stores[3]	5.9	7.8	16.0	10.1	22.7
Women's clothing, specialty stores	-7.4	-8.4	-10.7	-9.4	12.2
Ready-to-wear stores[3]	-14.9	-15.6	-17.3	17.1	-20.3
All other apparel stores	-11.9	-44.0	-67.3	39.2	-55.5
Furniture, home furnishings, appliance dealers	12.5	36.1	57.1	52.6	73.9
Furniture stores[3]	15.2	26.6	37.5	45.9	64.5
Other home furnishings stores[3]	12.4	30.0	43.5	52.7	74.7
Household appliance, radio, TV stores	5.3	60.1	109.0	66.0	91.6
Automotive group	32.6	62.8	72.4	56.2	60.8
Passenger car dealers (franchised and nonfranchised)	32.7	67.6	78.7	58.8	64.1
Tire, battery, accessory dealers	(D)	90.0	(D)	23.5	(D)
Other automotive dealers	(D)	-19.4	(D)	(D)	(D)
Gasoline service stations	20.3	71.3	75.3	76.0	78.6
Lumber, building materials, hardware, farm equip. dealers	26.8	43.3	51.8	47.4	52.1
Hardware stores	-3.0	(D)	(D)	9.7	11.2
Other	31.0	(D)	(D)	58.1	65.1
Drug stores, proprietary stores	18.0	29.6	33.4	34.4	37.6
Other retail stores[4]	-8.2	-6.9	-5.7	3.7	9.7
Liquor stores	-10.0	13.9	19.6	16.9	20.9
Jewelry stores	15.9	25.2	64.2	32.9	60.9
Book, stationery stores	-6.3	(D)	(D)	-12.4	-40.4
Sporting goods, bicycle stores	-13.5	7.3	235.3	30.2	144.4
Florists	-10.5	20.5	31.5	44.1	56.9
Music stores	76.7	(D)	(D)	62.4	-11.2
Camera, photographic supply stores	39.9	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	21.3	19.7	10.9	20.3	14.6
Motion picture theaters	-19.6	-20.1	-20.7	-16.9	-15.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF CINCINNATI CITY AND OF CINCINNATI STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	35.2	40.7	23.7	28.8
Food stores	6.2	6.7	3.7	4.2
Eating, drinking places	27.6	33.9	16.4	21.8
Eating places	36.3	50.9	21.7	36.5
Drinking places	16.1	18.7	9.4	11.0
General merchandise group	80.3	83.9	72.1	75.8
Department stores	86.3	86.3	82.2	82.8
Variety stores	60.2	61.9	37.9	41.9
General merchandise stores, n.e.c	24.9	64.7	17.7	27.5
Apparel, accessories stores	71.0	68.9	57.9	57.5
Shoe stores	59.3	66.2	44.2	50.3
Men's, boys' clothing and furnishings stores[2]	69.2	61.0	48.9	45.4
Family clothing stores[2]	80.4	81.8	72.5	75.4
Women's clothing, specialty stores	70.7	70.0	60.1	58.8
Ready-to-wear stores[2]	71.3	70.7	60.7	59.1
All other apparel stores	66.2	42.1	54.1	37.3
Furniture, home furnishings, appliance dealers	38.8	47.0	25.5	34.6
Furniture stores[2]	44.3	48.7	29.8	37.8
Other home furnishings stores[2]	37.5	43.3	26.0	35.3
Household appliance, radio, TV stores	31.1	47.2	18.8	29.6
Automotive group	19.4	23.8	14.1	16.5
Passenger car dealers (franchised and nonfranchised)	19.0	24.0	14.0	16.8
Tire, battery, accessory dealers	31.4	(D)	19.2	(D)
Other automotive dealers	(D)	(D)	(D)	(D)
Gasoline service stations	5.2	7.4	3.1	4.5
Lumber, building materials, hardware, farm equip. dealers	30.1	34.0	15.8	18.3
Hardware stores	(D)	19.6	9.2	10.4
Other	(D)	37.9	17.1	20.6
Drug stores, proprietary stores	22.7	25.0	14.4	16.4
Other retail stores[3]	46.8	47.5	29.7	33.6
Liquor stores	15.4	19.5	10.0	12.9
Jewelry stores	74.8	80.8	54.1	62.1
Book, stationery stores	92.8	(D)	87.8	82.1
Sporting goods, bicycle stores	73.9	91.7	48.1	72.4
Florists	20.0	26.3	11.8	19.0
Music stores	(D)	(D)	91.0	83.6
Camera, photographic supply stores	(D)	(D)	(D)	71.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF CINCINNATI, THE ENTIRE CITY, AND THE CINCINNATI STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	3.8	3.4	21.8	21.4	25.1	24.1
Eating, drinking places	6.9	8.1	8.8	9.8	10.0	10.7
Eating places	5.2	5.8	5.0	4.6	5.6	4.5
Drinking places	1.7	2.3	3.8	5.2	4.4	6.2
General merchandise group	41.1	40.6	18.0	19.7	13.5	15.4
Department stores	37.9	37.6	15.5	17.7	10.9	13.0
Variety stores	2.4	2.2	1.4	1.5	1.5	1.6
General merchandise stores, n.e.c	0.8	0.8	1.1	0.5	1.1	0.8
Apparel, accessories stores	16.1	17.0	8.0	10.0	6.6	8.4
Shoe stores	2.4	2.4	1.4	1.5	1.2	1.4
Men's, boys' clothing and furnishings stores[1]	2.7	2.1	1.3	1.4	1.3	1.3
Family clothing stores[1]	5.9	5.9	2.5	2.9	1.9	2.3
Women's clothing, specialty stores	4.9	5.7	2.4	3.3	1.9	2.7
Ready-to-wear stores[1]	4.2	5.2	2.0	3.0	1.6	2.5
All other apparel stores	0.9	0.9	0.4	0.9	0.3	0.7
Furniture, home furnishings, appliance dealers	5.6	5.4	5.1	4.7	5.2	4.5
Furniture stores[1]	3.7	3.5	3.1	2.9	2.9	2.7
Other home furnishings stores[1]	0.7	0.7	0.7	0.7	0.7	0.6
Household appliance, radio, TV stores	1.2	1.2	1.3	1.1	1.6	1.2
Automotive group	10.4	8.5	18.8	14.4	17.5	14.7
Passenger car dealers (franchised and nonfranchised)	9.7	7.9	17.9	13.3	16.4	13.5
Tire, battery, accessory dealers	0.7	(D)	0.8	0.9	0.9	0.9
Other automotive dealers	(D)	(D)	0.1	0.2	(D)	0.3
Gasoline service stations	0.7	0.6	4.7	3.4	5.3	4.0
Lumber, building materials, hardware, farm equipment dealers	4.0	3.4	4.7	4.1	6.0	5.4
Hardware stores	0.4	0.4	(D)	0.9	10.0	1.2
Other	3.6	3.0	(D)	3.2	5.0	4.2
Drug stores, proprietary stores	2.0	1.9	3.1	3.0	3.3	3.3
Other retail stores[2]	9.4	11.1	7.0	9.5	7.5	9.5
Liquor stores	0.8	1.0	1.9	2.1	2.0	2.2
Jewelry stores	2.2	2.0	1.0	1.0	1.0	0.9
Book, stationery stores	0.7	0.8	0.3	(D)	0.2	0.3
Sporting goods, bicycle stores	0.5	0.6	0.2	0.3	0.2	0.2
Florists	0.2	0.2	0.3	0.3	0.4	0.3
Music stores	1.3	0.8	(D)	(D)	0.3	0.3
Camera, photographic supply stores	0.5	0.4	(D)	(D)	(D)	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Louisville, Kentucky

1954 Census of Business

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Volume II.—RETAIL TRADE, AREA STATISTICS. Unite States summary and separate chapters for each State, the Distri of Columbia, Alaska, and Hawaii, of statistics by counties, citie and standard metropolitan areas, and by kind of business; wi cross classifications by kind of business for standard metropolita areas, and for counties and cities with 500 or more retail establis ments. (Chapters also are separate reports in bulletin series R–1.

Volume III.—WHOLESALE TRADE, SUMMARY STATISTIC United States summary and separate chapters, of statistics clas fied by kind of business and geographic areas, for: Size of Whol sale Establishments, Credit Sales, Warehouse Space, Commodi Line Sales, Legal Form of Organization, and Petroleum Bulk St tions, etc. (Most chapters also are separate reports in bulleti series W–2.)

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Volume VI.—SELECTED SERVICE TRADES, AREA STAT TICS. United States summary and separate chapters for ea State, the District of Columbia, Alaska, and Hawaii, of statist by counties, cities, and standard metropolitan areas, and by ki of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with 2 or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS. Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard met politan area data.

TRADE BULLETINS.—Primarily a reorganization of busin data previously issued for a number of wholesale, service, a retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses f Manufactures and Mineral Industries, was authorized by aw under Title 13, United States Code, section 131. These 954 Censuses covered businesses operated in continental nited States, Alaska, and Hawaii. Separate Censuses of usiness and Manufactures for 1954 were also conducted n Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholeale Trade, and Selected Service Trades. This series of bultins provides findings for retail trade establishments, otels, and motion picture theaters in selected central busiess districts and related cities and standard metropolitan reas. The definition and map of the Central Business istrict for which data are shown in this bulletin and its lation to the Central City and Standard Metropolitan Area which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area presenting their "Central Business District," it was necesry for the Bureau of the Census to arrange for the delineion of such districts before a program to tabulate 1954 nsus data for them could be implemented. The delineation Central Business Districts was accomplished with the operation of the Census Tract Committees in the large ties included in the Central Business District (CBD) rogram. In their work on the CBD's, the Census Tract mmittees obtained the representation of a variety of local terests, such as business firms and associations, newspapers, anning agencies, welfare organizations, local governmental dies, etc.

The objective of the CBD Program was stated, as follows, a letter from the Director of the Census Bureau to the act Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

ecause there are no generally accepted rules for determining hat a CBD area should include or exclude, the Census ureau did not provide rigid specifications for defining the BD but (1) provided a general characterization of the BD, describing it as "an area of very high land valuation, area characterized by a high concentration of retail busisses, offices, theaters, hotels, and 'service' businesses, and area of high traffic flow"; and (2) required that the BD ordinarily should be defined to follow existing tract ies, i. e., to consist of one or more whole Census tracts. he emphasis put on tracts was based on the anticipation at other Census statistics than those derived from the 54 Census of Business would also [eventually] be tabulated r CBD's. It was recognized that tract basis for CBD's ght lead to the inclusion of some land area not properly thin a strictly defined CBD or to the exclusion of a small rtion of what should be in the CBD. It was believed that is limitation generally would not prove to be serious as e difference in area probably would not significantly alter e magnitudes being measured. Provision, however, was ade for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for lease

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Louisville, Kentucky

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LOUISVILLE, KENTUCKY

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

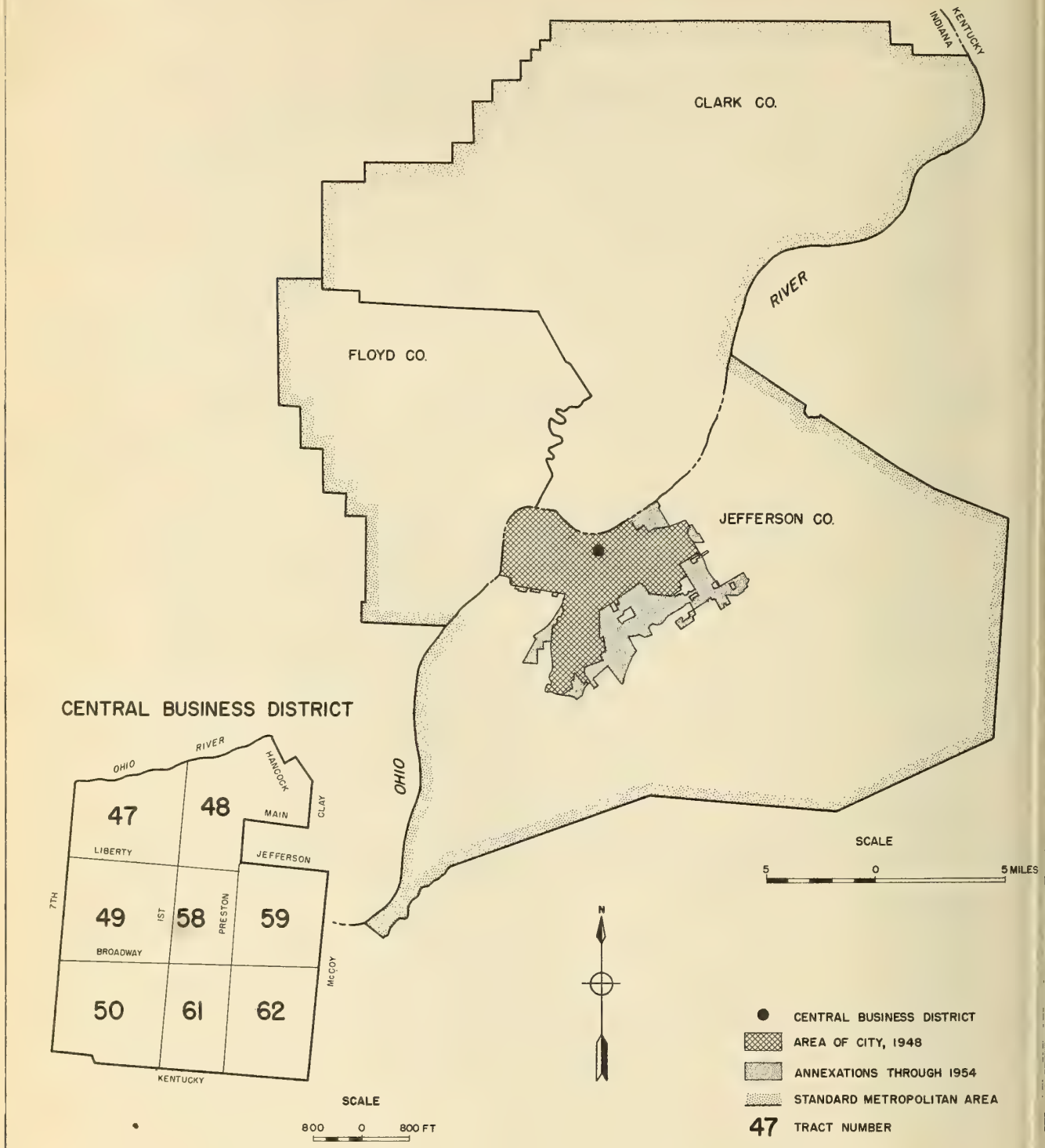


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF LOUISVILLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,026	223,060	32,276	1,181	193,979	26,213
Food stores	158	13,964	908	180	14,745	910
Eating, drinking places	231	15,040	3,592	285	14,003	2,742
Eating places	148	10,569	2,771	167	9,690	2,049
Drinking places	83	4,471	821	118	4,313	693
General merchandise group	38	53,964	8,815	36	43,180	6,865
Department stores	6	44,209	7,206	6	33,558	5,533
Variety stores	12	7,686	1,324	13	7,970	1,206
General merchandise stores, n.e.c.	18	2,033	285	17	1,652	126
Apparel, accessories stores	192	37,310	6,269	220	42,480	5,856
Shoe stores	50	5,686	767	52	5,267	622
Men's, boys' clothing and furnishings stores[3]	39	10,474	1,887	41	10,805	1,498
Family clothing stores[3]	17	3,699	544	19	5,563	601
Women's clothing, specialty stores	51	14,752	2,629	58	18,470	2,759
Ready-to-wear stores[3]	30	13,099	2,426	38	17,553	2,628
All other apparel stores	30	2,623	442	44	2,316	376
Furniture, home furnishings, appliance dealers	64	13,660	2,347	55	11,218	1,724
Furniture stores[3]	21	7,871	1,464	21	6,542	1,065
Other home furnishings stores[3]	6	1,236	156	10	1,276	226
Household appliance, radio, TV stores	33	4,497	727	20	3,320	433
Automotive group	44	55,104	4,943	57	38,875	3,702
Passenger car dealers (franchised & nonfranchised)	30	51,718	4,258	41	35,747	3,243
Tire, battery, accessory dealers	13	(D)	(D)	12	2,390	414
Other automotive dealers	1	(D)	(D)	4	738	45
Gasoline service stations	31	2,264	312	36	1,632	210
Lumber, building materials, hardware, farm equip. dealers	25	3,444	491	33	2,820	692
Drug stores, proprietary stores	32	7,574	1,331	38	7,543	1,138
Other retail stores[4]	211	20,736	3,268	241	17,483	2,374
Liquor stores	40	3,121	169	51	3,250	127
Jewelry stores	48	6,320	1,080	42	4,374	718
Book, stationery stores	7	1,119	242	5	551	105
Sporting goods, bicycle stores	4	447	53	4	456	46
Florists	12	636	110	16	606	99
Music stores	9	1,026	173	11	2,009	371
Camera, photographic supply stores	5	1,330	149	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	20	9,070	3,075	25	8,070	2,552
Motion picture theaters	11	2,539	518	14	2,859	622

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF LOUISVILLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	3,902	543,588	64,382	3,867	397,309	45,091
Food stores	925	118,700	7,507	1,059	86,638	5,173
Eating, drinking places	940	49,270	9,508	963	36,565	5,977
Eating places	444	26,937	6,635	484	19,379	3,733
Drinking places	496	22,333	2,873	479	17,186	2,244
General merchandise group	145	75,015	11,907	137	59,582	9,160
Department stores	8	(D)	(D)	7	(D)	(D)
Variety stores	51	10,249	1,657	59	9,559	1,400
General merchandise stores, n.e.c.	84	(D)	(D)	71	(D)	(D)
Apparel, accessories stores	299	43,400	6,813	310	46,709	6,219
Shoe stores	74	6,843	845	61	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	48	11,251	1,966	58	11,543	1,570
Family clothing stores[3]	38	(D)	(D)	42	(D)	(D)
Women's clothing, specialty stores	80	16,150	2,774	83	19,377	2,885
Ready-to-wear stores[3]	49	14,343	2,569	50	18,345	2,751
All other apparel stores	41	(D)	(D)	51	(D)	(D)
Furniture, home furnishings, appliance dealers	171	27,735	4,610	175	21,106	3,271
Furniture stores[3]	53	(D)	2,890	53	11,939	1,958
Other home furnishings stores[3]	26	(D)	520	28	2,657	581
Household appliance, radio, TV stores	74	8,879	1,200	66	5,987	732
Automotive group	149	107,838	9,299	119	66,966	6,010
Passenger car dealers (franchised & nonfranchised)	106	99,632	8,083	79	61,223	5,257
Tire, battery, accessory dealers	36	6,616	1,040	31	(D)	(D)
Other automotive dealers	5	1,554	176	9	(D)	(D)
Gasoline service stations	324	24,487	2,314	248	12,812	1,161
Lumber, building materials, hardware, farm equip. dealers	182	28,566	3,764	167	15,165	2,182
Hardware stores	85	4,798	524	100	4,242	420
Other	97	23,768	3,240	67	10,923	1,762
Drug stores, proprietary stores	188	23,764	3,230	180	19,551	2,349
Other retail stores[4]	579	44,813	5,430	509	32,215	3,589
Liquor stores	156	11,948	620	155	9,662	356
Jewelry stores	76	7,412	1,228	47	(D)	(D)
Book, stationery stores	8	(D)	(D)	7	(D)	(D)
Sporting goods, bicycle stores	24	979	88	16	(D)	(D)
Florists	56	1,935	274	42	1,347	205
Music stores	12	1,071	177	13	(D)	(D)
Camera, photographic supply stores	8	(D)	(D)	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	30	9,895	3,334	33	8,625	2,691
Motion picture theaters	29	4,164	912	35	4,140	933

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 211 such establishments with sales of $12,430,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
LOUISVILLE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,324	707,802	79,844	5,429	502,695	54,201
Food stores	1,279	164,415	10,031	1,500	113,672	6,474
Eating, drinking places	1,207	62,728	11,853	1,267	45,668	7,243
Eating places	580	34,304	8,272	651	23,648	4,455
Drinking places	627	28,424	3,581	616	22,020	2,788
General merchandise group	198	84,219	13,103	203	64,388	9,768
Department stores	10	60,727	9,887	8	46,408	7,524
Variety stores	65	12,928	2,064	79	11,519	1,731
General merchandise stores, n.e.c.	119	10,512	1,152	116	6,461	513
Apparel, accessories stores	361	50,506	7,753	365	51,904	6,861
Shoe stores	89	7,808	928	75	6,251	704
Men's, boys' clothing and furnishings stores[3]	61	12,476	2,124	62	12,720	1,679
Family clothing stores[3]	50	7,586	1,049	48	8,716	952
Women's clothing, specialty stores	99	18,841	3,122	100	21,186	3,120
Ready-to-wear stores[3]	64	16,773	2,894	65	20,124	2,981
All other apparel stores	44	3,553	530	55	2,590	406
Furniture, home furnishings, appliance dealers	240	32,991	5,398	231	25,475	3,890
Furniture stores[3]	71	18,203	3,335	69	14,498	2,374
Other home furnishings stores[3]	30	2,957	534	31	2,720	595
Household appliance, radio, TV stores	115	11,519	1,529	95	7,599	921
Automotive group	213	140,816	11,975	189	90,282	7,972
Passenger car dealers (franchised & nonfranchised)	146	128,733	10,403	126	83,225	7,090
Tire, battery, accessory dealers	52	8,579	1,344	50	5,503	774
Other automotive dealers	13	(D)	228	13	1,554	108
Gasoline service stations	547	42,350	3,858	474	21,826	1,759
Lumber, building materials, hardware, farm equip. dealers	275	44,808	5,493	263	24,504	3,182
Hardware stores	124	9,861	1,096	146	8,076	787
Other	149	34,939	4,397	117	16,428	2,395
Drug stores, proprietary stores	241	29,196	3,936	225	22,831	2,694
Other retail stores[4]	763	55,773	6,444	712	42,145	4,358
Liquor stores	197	15,131	768	216	12,064	440
Jewelry stores	95	8,480	1,406	61	4,916	772
Book, stationery stores	10	1,213	255	8	622	109
Sporting goods, bicycle stores	32	1,299	103	23	864	72
Florists	62	2,236	322	50	1,477	215
Music stores	12	1,071	177	14	2,038	372
Camera, photographic supply stores	9	(D)	(D)	5	341	40
SELECTED SERVICE TRADES						
Hotels	35	10,016	3,371	40	(D)	(D)
Motion picture theaters	44	5,573	1,285	49	5,195	[5]1,152

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 277 such establishments with sales of $13,453,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Revised.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF LOUISVILLE, THE ENTIRE CITY, AND THE LOUISVILLE STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	15.0	36.8	57.6	40.8	57.0
Food stores	-5.3	37.0	45.7	44.6	52.1
Eating, drinking places	7.4	34.7	51.7	37.4	50.6
Eating places	9.1	39.0	68.9	45.1	70.0
Drinking places	3.7	29.9	38.8	29.1	35.3
General merchandise group	25.0	25.9	28.3	30.8	42.7
Department stores	31.7	(D)	(D)	30.9	28.5
Variety stores	-3.6	7.2	61.3	12.2	47.7
General merchandise stores, n.e.c.	23.1	(D)	(D)	62.3	76.3
Apparel, accessories stores	-12.2	-7.1	44.0	-2.7	40.0
Shoe stores	8.0	(D)	(D)	24.9	115.7
Men's, boys' clothing and furnishings stores[3]	-3.1	-2.5	5.3	-1.9	4.5
Family clothing stores[3]	-33.5	(D)	(D)	-13.0	23.3
Women's clothing, specialty stores	-20.1	-16.7	54.1	-11.1	50.6
Ready-to-wear stores[3]	-25.4	-21.8	57.1	-16.7	42.9
All other apparel stores	13.3	(D)	(D)	37.2	239.4
Furniture, home furnishings, appliance dealers	20.8	31.4	42.3	29.5	35.6
Furniture stores[3]	20.3	(D)	(D)	25.6	29.9
Other home furnishings stores[3]	-9.5	(D)	(D)	8.7	19.2
Household appliance, radio, TV stores	35.5	48.3	64.3	51.6	64.1
Automotive group	41.7	61.0	87.7	56.0	66.7
Passenger car dealers (franchised and nonfranchised)	44.7	62.7	88.1	54.7	62.2
Tire, battery, accessory dealers	(D)	(D)	(D)	55.9	(D)
Other automotive dealers	(D)	(D)	(D)	(D)	(D)
Gasoline service stations	38.7	91.1	98.8	94.0	98.5
Lumber, building materials, hardware, farm equip. dealers	22.1	88.4	103.5	82.9	90.8
Hardware stores	(NA)	13.1	(NA)	22.1	(NA)
Other	(NA)	117.6	(NA)	112.7	(NA)
Drug stores, proprietary stores	0.4	21.5	36.6	27.9	41.4
Other retail stores[4]	18.6	39.1	63.4	32.3	42.1
Liquor stores	-4.0	23.7	37.7	25.4	36.3
Jewelry stores	44.5	(D)	(D)	72.5	298.5
Book, stationery stores	103.1	(D)	(D)	95.0	32.4
Sporting goods, bicycle stores	-2.0	(D)	(D)	50.3	108.8
Florists	5.0	43.7	75.3	51.4	83.7
Music stores	-48.9	(D)	(D)	-47.5	55.2
Camera, photographic supply stores	456.5	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	12.4	14.7	48.6	(D)	(D)
Motion picture theaters	-11.2	0.6	26.9	7.3	29.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF LOUISVILLE CITY AND OF LOUISVILLE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	40.6	48.8	31.5	38.6
Food stores	10.4	17.0	8.5	13.0
Eating, drinking places	30.5	38.3	24.0	30.7
Eating places	39.2	50.0	30.8	41.0
Drinking places	20.0	25.1	15.7	19.6
General merchandise group	72.1	72.5	64.2	67.1
Department stores	(D)	(D)	72.8	72.3
Variety stores	75.0	83.4	59.5	69.2
General merchandise stores, n.e.c	(D)	(D)	19.3	25.6
Apparel, accessories stores	84.5	90.9	73.9	81.8
Shoe stores	83.1	(D)	72.8	84.3
Men's, boys' clothing and furnishings stores[2]	93.1	93.6	84.0	84.9
Family clothing stores[2]	(D)	(D)	48.8	63.8
Women's clothing, specialty stores	91.3	95.3	78.3	87.2
Ready-to-wear stores[2]	91.3	95.7	78.1	87.2
All other apparel stores	(D)	(D)	73.8	89.4
Furniture, home furnishings, appliance dealers	49.3	53.2	41.4	44.0
Furniture stores[2]	(D)	54.8	43.2	45.1
Other home furnishings stores[2]	(D)	48.0	41.8	46.9
Household appliance, radio, TV stores	50.6	55.5	39.0	43.7
Automotive group	51.1	58.1	39.1	43.1
Passenger car dealers (franchised and nonfranchised)	51.9	58.4	40.2	43.0
Tire, battery, accessory dealers	(D)	(D)	(D)	43.4
Other automotive dealers	(D)	(D)	(D)	47.5
Gasoline service stations	9.2	12.7	5.3	7.5
Lumber, building materials, hardware, farm equip. dealers	12.1	18.6	7.7	11.5
Drug stores, proprietary stores	31.0	38.6	25.2	33.0
Other retail stores[3]	46.3	54.3	37.2	41.5
Liquor stores	26.1	33.6	20.6	26.9
Jewelry stores	85.3	(D)	74.5	89.0
Book, stationery stores	(D)	(D)	92.3	88.6
Sporting goods, bicycle stores	45.7	(D)	34.4	52.8
Florists	32.9	45.0	28.4	41.0
Music stores	95.8	(D)	95.8	98.6
Camera, photographic supply stores	(D)	(D)	(D)	70.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF LOUISVILLE, THE ENTIRE CITY, AND THE LOUISVILLE STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	6.3	7.6	21.8	21.8	23.2	22.6
Eating, drinking places	6.7	7.2	9.1	9.2	8.9	9.1
Eating places	4.7	5.0	5.0	4.9	4.8	4.7
Drinking places	2.0	2.2	4.1	4.3	4.1	4.4
General merchandise group	24.2	22.3	13.8	15.0	11.9	12.8
Department stores	19.9	17.3	(D)	(D)	8.6	9.2
Variety stores	3.4	4.1	1.9	2.4	1.8	2.3
General merchandise stores, n.e.c.	0.9	0.9	(D)	(D)	1.5	1.3
Apparel, accessories stores	16.7	21.9	8.0	11.8	7.1	10.3
Shoe stores	2.5	2.7	1.3	(D)	1.1	1.2
Men's, boys' clothing and furnishings stores[1]	4.7	5.6	0.2	2.9	1.7	2.6
Family clothing stores[1]	1.7	2.9	(D)	(D)	1.1	1.7
Women's clothing, specialty stores	6.6	9.5	3.0	4.9	2.7	4.3
Ready-to-wear stores[1]	5.9	9.0	2.6	4.6	2.4	4.0
All other apparel stores	1.2	1.2	(D)	(D)	0.5	0.5
Furniture, home furnishings, appliance dealers	6.1	5.8	5.1	5.3	4.7	5.1
Furniture stores[1]	3.5	3.4	(D)	3.1	2.6	2.9
Other home furnishings stores[1]	0.6	0.7	(D)	0.7	0.5	0.6
Household appliance, radio, TV stores	2.0	1.7	1.6	1.5	1.6	1.6
Automotive group	24.7	20.0	19.8	16.9	19.9	18.0
Passenger car dealers (franchised and nonfranchised)	23.2	18.4	18.3	15.4	18.2	16.6
Tire, battery, accessory dealers	(D)	1.2	1.2	(D)	1.2	1.1
Other automotive dealers	(D)	0.4	0.3	(D)	(D)	0.3
Gasoline service stations	1.0	0.8	4.5	3.2	6.0	4.3
Lumber, building materials, hardware, farm equipment dealers	1.6	1.5	5.3	3.8	6.3	4.9
Hardware stores	(NA)	(NA)	0.9	1.1	1.4	1.6
Other	(NA)	(NA)	4.4	2.7	4.9	3.3
Drug stores, proprietary stores	3.4	3.9	4.4	4.9	4.1	4.5
Other retail stores[2]	9.3	9.0	8.2	8.1	7.9	8.4
Liquor stores	1.4	1.7	2.2	2.4	2.1	2.4
Jewelry stores	2.9	2.3	1.4	(D)	1.2	1.0
Book, stationery stores	0.5	0.3	(D)	(D)	0.2	0.1
Sporting goods, bicycle stores	0.2	0.2	0.2	(D)	0.2	0.2
Florists	0.3	0.3	0.4	0.3	0.3	0.3
Music stores	0.5	1.0	0.2	(D)	0.2	0.4
Camera, photographic supply stores	0.6	0.1	(D)	(D)	(D)	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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Volume VI.—**SELECTED SERVICE TRADES, AREA STAT TICS.** United States summary and separate chapters for e State, the District of Columbia, Alaska, and Hawaii, of statis by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS. Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard me politan area data.

TRADE BULLETINS.—Primarily a reorganization of busin data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Sacramento, California

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SACRAMENTO, CALIFORNIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

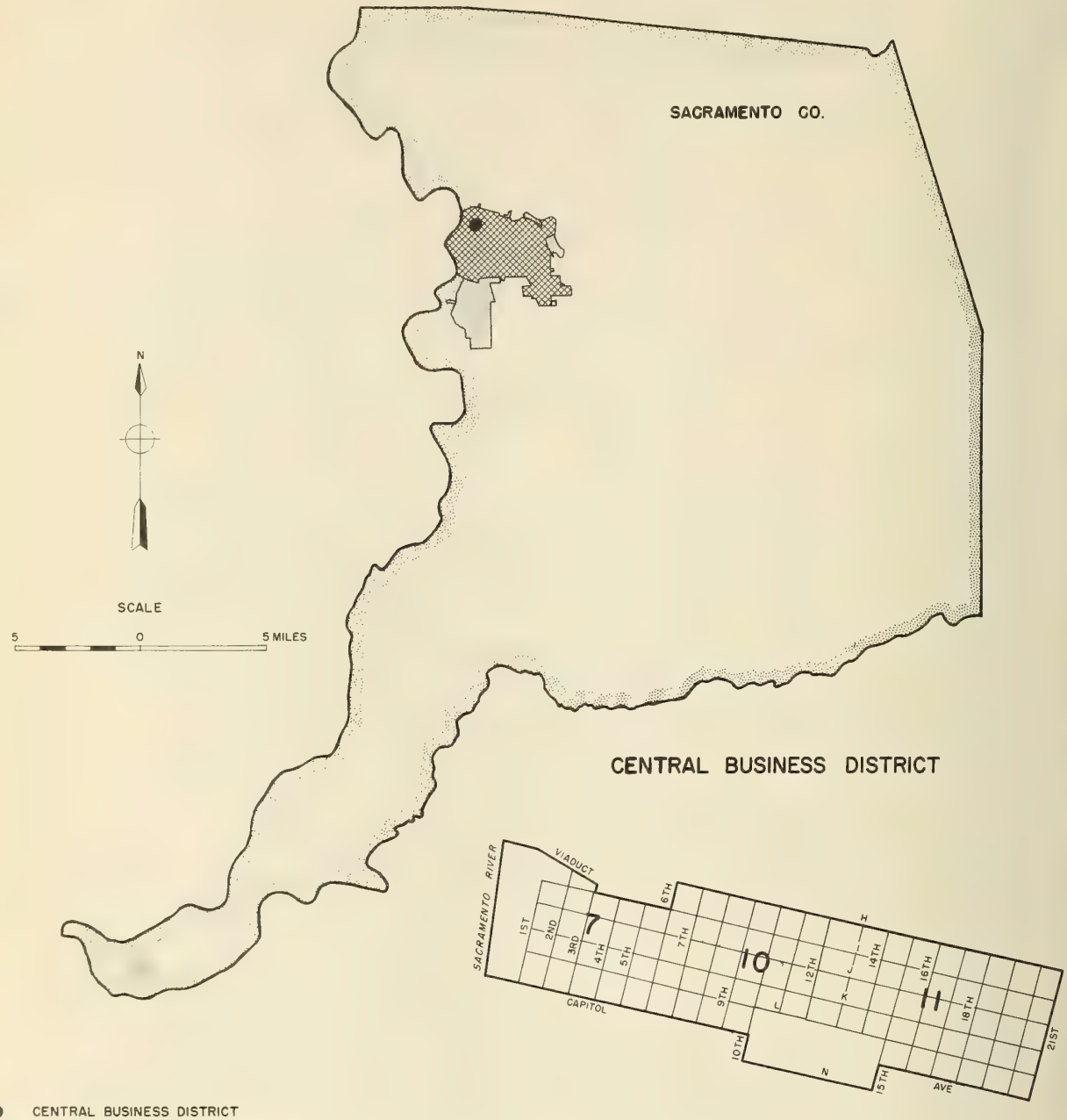


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SACRAMENTO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	753	148,539	22,462	820	138,401	20,493
Food stores	68	6,458	430	66	6,965	454
Eating, drinking places	281	14,826	3,937	289	15,668	4,071
Eating places	158	10,049	2,896	149	10,091	2,677
Drinking places	123	4,777	1,041	140	5,577	1,394
General merchandise group	17	35,842	5,964	19	32,665	4,901
Department stores	5	(D)	(D)	5	26,297	4,074
Variety stores	4	3,682	628	6	3,543	577
General merchandise stores, n.e.c.	8	(D)	(D)	8	2,825	250
Apparel, accessories stores	108	18,077	2,725	116	20,603	2,870
Shoe stores	29	4,104	550	29	4,193	567
Men's, boys' clothing and furnishings stores[3]	28	4,045	526	24	4,209	519
Family clothing stores[3]	5	2,265	375	6	2,663	435
Women's clothing, specialty stores	34	6,871	32	32	8,858	1,264
Ready-to-wear stores[3]	21	6,064	1,034	21	7,881	1,121
All other apparel stores	9	723	126	15	532	85
Furniture, home furnishings, appliance dealers	43	18,402	2,934	44	14,354	2,620
Furniture stores[3]	9	13,802	2,194	15	11,344	2,146
Other home furnishings stores[3]	9	928	227	10	822	155
Household appliance, radio, TV stores	21	3,638	513	17	2,112	319
Automotive group	37	32,087	3,597	44	27,991	2,936
Passenger car dealers (franchised & nonfranchised)	22	28,166	2,972	27	24,900	2,489
Tire, battery, accessory dealers	12	3,651	591	13	(D)	(D)
Other automotive dealers	3	270	34	4	(D)	(D)
Gasoline service stations	21	2,092	251	28	1,497	196
Lumber, building materials, hardware, farm equip. dealers	14	2,478	266	24	2,682	269
Hardware stores	8	1,536	181	9	1,591	158
Other	6	942	85	15	1,091	111
Drug stores, proprietary stores	20	5,503	657	27	5,614	799
Other retail stores[4]	144	12,774	1,701	163	10,362	1,377
Liquor stores	18	1,222	111	23	915	56
Jewelry stores	27	3,320	609	31	(D)	(D)
Book, stationery stores	11	1,423	177	9	1,157	147
Sporting goods, bicycle stores	4	539	45	5	(D)	(D)
Florists	5	262	38	7	330	48
Music stores	9	1,341	153	9	722	93
Camera, photographic supply stores	4	1,465	213	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	102	4,954	1,827	115	5,205	1,545
Motion picture theaters	13	2,566	498	12	2,369	427

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SACRAMENTO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,407	346,501	42,035	1,916	233,772	29,441
Food stores	454	78,472	5,213	363	44,835	2,836
Eating, drinking places	618	29,930	7,392	525	25,357	6,369
Eating places	385	20,528	5,499	284	16,126	4,226
Drinking places	233	9,402	1,893	241	9,231	2,143
General merchandise group	63	42,091	6,668	52	33,843	5,012
Department stores	6	(D)	(D)	5	26,297	4,074
Variety stores	36	5,057	757	34	4,443	657
General merchandise stores, n.e.c	21	(D)	(D)	13	3,103	281
Apparel, accessories stores	189	22,112	3,129	153	21,838	2,908
Shoe stores	52	5,197	686	34	4,305	580
Men's, boys' clothing and furnishings stores[3]	32	4,316	549	27	4,360	530
Family clothing stores[3]	8	2,422	392	9	(D)	(D)
Women's clothing, specialty stores	64	8,811	1,349	43	(D)	(D)
Ready-to-wear stores[3]	39	7,735	1,206	29	8,196	1,266
All other apparel stores	23	1,224	153	25	(D)	(D)
Furniture, home furnishings, appliance dealers	145	30,926	4,526	105	18,735	3,125
Furniture stores[3]	28	19,991	2,845	25	12,945	2,276
Other home furnishings stores[3]	25	2,553	618	18	(D)	(D)
Household appliance, radio, TV stores	72	8,140	1,063	47	3,914	481
Automotive group	125	55,175	5,722	99	41,646	3,961
Passenger car dealers (franchised & nonfranchised)	80	48,947	4,868	62	37,249	3,366
Tire, battery, accessory dealers	31	4,960	747	31	3,981	551
Other automotive dealers	14	1,268	107	6	416	44
Gasoline service stations	239	20,603	1,862	201	9,460	929
Lumber, building materials, hardware, farm equip. dealers	116	28,546	2,619	81	13,685	1,399
Hardware stores	42	4,353	411	23	2,753	249
Other	74	24,193	2,208	58	10,932	1,150
Drug stores, proprietary stores	77	11,462	1,333	72	9,123	1,121
Other retail stores[4]	381	27,184	3,571	265	15,250	1,781
Liquor stores	43	2,849	192	45	2,231	99
Jewelry stores	39	3,645	(D)	33	3,388	569
Book, stationery stores	18	1,975	278	11	(D)	(D)
Sporting goods, bicycle stores	14	1,303	144	16	697	79
Florists	21	653	79	15	500	61
Music stores	16	1,779	(D)	13	(D)	(D)
Camera, photographic supply stores	9	1,836	308	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	119	6,534	2,363	132	5,392	1,576
Motion picture theaters	23	4,067	728	17	3,099	536

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 91 such establishments with sales of $5,908,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SACRAMENTO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	3,504	453,363	50,926	2,824	294,267	33,976
Food stores	669	124,621	7,750	584	68,990	3,999
Eating, drinking places	820	37,111	9,166	736	30,395	7,256
Eating places	504	24,688	6,681	382	18,610	4,722
Drinking places	316	12,423	2,485	354	11,785	2,534
General merchandise group	121	47,635	7,219	91	35,552	5,134
Department stores	7	33,869	5,588	5	26,297	4,074
Variety stores	61	7,217	1,010	57	5,195	705
General merchandise stores, n.e.c.	49	6,509	621	29	4,060	355
Apparel, accessories stores	242	24,727	3,349	195	23,289	2,984
Shoe stores	64	5,644	716	41	4,476	586
Men's, boys' clothing and furnishings stores[3]	37	4,647	595	31	4,707	545
Family clothing stores[3]	14	2,767	413	11	3,061	475
Women's clothing, specialty stores	82	9,579	1,406	58	9,551	1,262
Ready-to-wear stores[3]	49	8,254	1,251	40	8,685	1,305
All other apparel stores	29	1,864	219	31	1,087	116
Furniture, home furnishings, appliance dealers	222	38,748	5,186	159	21,466	3,348
Furniture stores[3]	44	22,730	3,145	36	13,806	2,343
Other home furnishings stores[3]	31	2,959	669	20	1,714	384
Household appliance, radio, TV stores	117	12,629	1,372	72	5,392	621
Automotive group	193	66,601	6,790	147	47,812	4,501
Passenger car dealers (franchised & nonfranchised)	126	58,785	5,855	92	41,738	3,763
Tire, battery, accessory dealers	44	5,591	795	43	4,706	613
Other automotive dealers	23	2,225	140	12	1,368	125
Gasoline service stations	389	29,706	2,545	313	13,775	1,224
Lumber, building materials, hardware, farm equip. dealers	200	36,325	3,418	150	22,392	2,194
Hardware stores	65	6,505	664	45	4,172	349
Other	135	29,820	2,754	105	18,220	1,845
Drug stores, proprietary stores	103	13,992	1,558	94	10,696	1,253
Other retail stores[4]	545	33,897	3,945	355	19,920	2,083
Liquor stores	53	3,692	208	61	2,879	109
Jewelry stores	48	3,826	655	36	3,425	569
Book, stationery stores	21	2,108	292	12	1,247	166
Sporting goods, bicycle stores	28	1,705	169	27	920	88
Florists	29	783	92	20	537	61
Music stores	19	1,966	205	14	973	106
Camera, photographic supply stores	9	1,836	308	5	939	103
SELECTED SERVICE TRADES						
Hotels	127	6,854	2,445	138	5,592	1,622
Motion picture theaters	38	5,372	954	24	3,468	601

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 151 such establishments with sales of $8,011,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SACRAMENTO, THE ENTIRE CITY, AND THE SACRAMENTO STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	6.9	48.2	107.6	54.1	95.6
Food stores	-7.3	75.0	90.2	80.6	90.5
Eating, drinking places	-5.4	18.0	55.9	22.1	51.3
Eating places	-0.4	27.2	73.6	32.7	71.8
Drinking places	-14.4	1.9	26.6	5.4	23.2
General merchandise group	9.7	24.3	430.5	34.0	308.5
Department stores	(D)	(D)	XXX	28.8	XXX
Variety stores	3.9	13.9	52.8	38.9	114.0
General merchandise stores, n.e.c.	(D)	(D)	(D)	60.3	(D)
Apparel, accessories stores	-12.3	1.3	226.7	6.2	147.6
Shoe stores	-2.1	20.7	875.9	26.0	444.2
Men's, boys' clothing and furnishings stores[3]	-3.9	-1.1	79.5	-1.3	20.8
Family clothing stores[3]	-14.9	(D)	(D)	-9.6	26.1
Women's clothing, specialty stores	-22.4	(D)	(D)	0.3	290.8
Ready-to-wear stores[3]	-23.1	-5.6	430.5	-5.0	172.4
All other apparel stores	35.9	(D)	(D)	71.5	105.5
Furniture, home furnishings, appliance dealers	28.2	65.1	185.9	80.5	186.1
Furniture stores[3]	21.7	54.4	286.6	64.6	262.6
Other home furnishings stores[3]	12.9	(D)	(D)	72.6	127.7
Household appliance, radio, TV stores	72.3	108.0	149.8	134.2	174.1
Automotive group	14.6	32.5	69.1	39.3	74.1
Passenger car dealers (franchised and nonfranchised)	13.1	31.4	68.3	40.8	81.8
Tire, battery, accessory dealers	(D)	24.5	(D)	18.8	(D)
Other automotive dealers	(D)	204.8	(D)	62.6	(D)
Gasoline service stations	39.7	117.8	132.5	115.7	124.9
Lumber, building materials, hardware, farm equip. dealers	-7.6	108.6	136.9	62.2	71.7
Hardware stores	-3.5	58.1	142.4	55.9	92.5
Other	-13.7	121.3	136.3	63.7	68.5
Drug stores, proprietary stores	-2.0	25.6	69.8	31.1	67.7
Other retail stores[4]	23.3	78.3	194.8	70.2	121.0
Liquor stores	33.6	27.7	23.6	28.2	25.8
Jewelry stores	(D)	7.6	(D)	11.7	(D)
Book, stationery stores	22.9	(D)	(D)	69.0	661.1
Sporting goods, bicycle stores	(D)	86.9	(D)	85.3	(D)
Florists	-20.6	30.6	130.0	45.8	151.7
Music stores	85.7	(D)	(D)	102.1	149.0
Camera, photographic supply stores	(D)	(D)	(D)	95.5	(D)
SELECTED SERVICE TRADES					
Hotels	-4.8	21.2	744.9	22.6	391.0
Motion picture theaters	8.3	31.2	105.6	54.9	155.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. XXX Not applicable

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SACRAMENTO CITY AND OF SACRAMENTO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	42.9	59.2	32.8	47.0
Food stores	8.2	15.5	5.2	10.1
Eating, drinking places	49.5	61.8	40.0	51.5
Eating places	49.0	62.6	40.7	54.2
Drinking places	50.8	60.4	38.5	47.3
General merchandise group	85.2	96.5	75.2	91.9
Department stores	(D)	100.0	(D)	100.0
Variety stores	72.8	79.7	51.0	68.2
General merchandise stores, n.e.c.	(D)	91.0	(D)	69.6
Apparel, accessories stores	81.8	94.3	73.1	88.5
Shoe stores	79.0	97.4	72.7	93.7
Men's, boys' clothing and furnishings stores[2]	93.7	96.5	87.0	89.4
Family clothing stores[2]	93.5	(D)	81.9	87.0
Women's clothing, specialty stores	78.0	(D)	71.7	92.7
Ready-to-wear stores[2]	78.4	96.2	73.5	90.7
All other apparel stores	59.1	(D)	38.8	48.9
Furniture, home furnishings, appliance dealers	59.5	76.6	47.5	66.9
Furniture stores[2]	69.0	87.6	60.7	82.2
Other home furnishings stores[2]	36.3	(D)	31.4	48.0
Household appliance, radio, TV stores	44.7	54.0	28.8	39.2
Automotive group	58.2	67.2	48.2	58.5
Passenger car dealers (franchised and nonfranchised)	57.5	66.8	47.9	59.7
Tire, battery, accessory dealers	73.6	(D)	65.3	(D)
Other automotive dealers	21.2	(D)	12.1	(D)
Gasoline service stations	10.2	15.8	7.0	10.9
Lumber, building materials, hardware, farm equip. dealers	8.7	19.6	6.8	12.0
Hardware stores	35.3	57.8	23.6	38.1
Other	3.9	10.0	3.2	6.0
Drug stores, proprietary stores	48.0	61.5	39.3	52.6
Other retail stores[3]	47.0	67.9	37.7	52.0
Liquor stores	42.9	41.0	33.0	31.8
Jewelry stores	91.1	(D)	86.8	(D)
Book, stationery stores	72.1	(D)	67.5	92.8
Sporting goods, bicycle stores	41.4	(D)	31.6	(D)
Florists	40.1	66.0	33.5	61.5
Music stores	75.4	(D)	68.2	74.2
Camera, photographic supply stores	79.8	(D)	79.8	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SACRAMENTO, THE ENTIRE CITY, AND THE SACRAMENTO STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	4.3	5.0	22.7	19.2	27.4	23.5
Eating, drinking places	10.0	11.3	8.6	10.9	8.2	10.3
Eating places	6.8	7.3	5.9	7.0	5.5	6.3
Drinking places	3.2	4.0	2.7	3.9	2.7	4.0
General merchandise group	24.1	23.6	12.1	14.5	10.5	12.1
Department stores	(D)	18.8	(D)	11.2	7.5	8.9
Variety stores	2.4	2.5	1.5	1.9	1.6	1.8
General merchandise stores, n.e.c	(D)	2.3	(D)	1.4	1.4	1.4
Apparel, accessories stores	12.2	14.9	6.4	9.3	5.5	7.9
Shoe stores	2.8	3.0	1.5	1.8	1.2	1.5
Men's, boys' clothing and furnishings stores[1]	2.8	3.2	1.3	1.9	1.1	1.7
Family clothing stores[1]	1.6	2.0	0.7	(D)	0.7	1.1
Women's clothing, specialty stores	4.5	6.3	2.5	(D)	2.1	3.2
Ready-to-wear stores[1]	4.0	5.7	2.2	3.2	1.8	3.0
All other apparel stores	0.5	0.4	0.4	(D)	0.4	0.4
Furniture, home furnishings, appliance dealers	12.4	10.4	8.9	8.0	8.5	7.3
Furniture stores[1]	9.3	8.1	5.8	5.5	5.0	4.7
Other home furnishings stores[1]	0.7	0.8	0.8	(D)	0.7	0.8
Household appliance, radio, TV stores	2.4	1.5	2.3	1.7	2.8	1.8
Automotive group	21.6	20.2	15.9	17.8	14.7	16.2
Passenger car dealers (franchised and nonfranchised)	18.7	17.8	14.1	15.9	13.0	14.1
Tire, battery, accessory dealers	2.6	(D)	1.4	1.7	1.2	1.6
Other automotive dealers	0.3	(D)	0.4	0.2	0.5	0.5
Gasoline service stations	1.4	1.1	6.0	4.0	6.6	4.7
Lumber, building materials, hardware, farm equipment dealers	1.7	1.9	8.2	5.9	8.0	7.6
Hardware stores	1.1	1.1	1.3	1.2	1.4	1.4
Other	0.6	0.8	6.9	4.7	6.6	6.2
Drug stores, proprietary stores	3.7	4.1	3.3	3.9	3.1	3.6
Other retail stores.[2]	8.6	7.5	7.9	6.5	7.5	6.8
Liquor stores	0.8	0.7	0.8	1.0	0.8	1.0
Jewelry stores	2.1	(D)	1.1	1.4	0.8	1.2
Book, stationery stores	0.9	0.8	0.6	(D)	0.5	0.4
Sporting goods, bicycle stores	0.4	(D)	0.4	0.3	0.4	0.3
Florists	0.2	0.2	0.2	0.2	0.2	0.2
Music stores	0.9	0.5	0.5	(D)	0.4	0.3
Camera, photographic supply stores	1.0	(D)	0.5	(D)	0.4	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Minneapolis, Minnesota

1954 Census of Business

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. Unite States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishment Single Units and Multiunits, Legal Form of Organization, Me chandise Inventories, Credit Sales, etc. (Most chapters also a separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. Unit States summary and separate chapters for each State, the Distri of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; wi cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establis ments. (Chapters also are separate reports in bulletin series R–1

Volume III.—WHOLESALE TRADE, SUMMARY STATISTIC United States summary and separate chapters, of statistics clas fied by kind of business and geographic areas, for: Size of Who sale Establishments, Credit Sales, Warehouse Space, Commodi Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

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Volume V.—SELECTED SERVICE TRADES, SUMMA STATISTICS. United States summary and separate chapters statistics classified by kind of business and geographic areas, fo Receipts Size of Establishments, Employment Size of Establi ments, Legal Form of Organization, Single Units and Multiuni Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STAT TICS. United States summary and separate chapters for ea State, the District of Columbia, Alaska, and Hawaii, of statist by counties, cities, and standard metropolitan areas, and by ki of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS. Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard met politan area data.

TRADE BULLETINS.—Primarily a reorganization of busin data previously issued for a number of wholesale, service, a retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

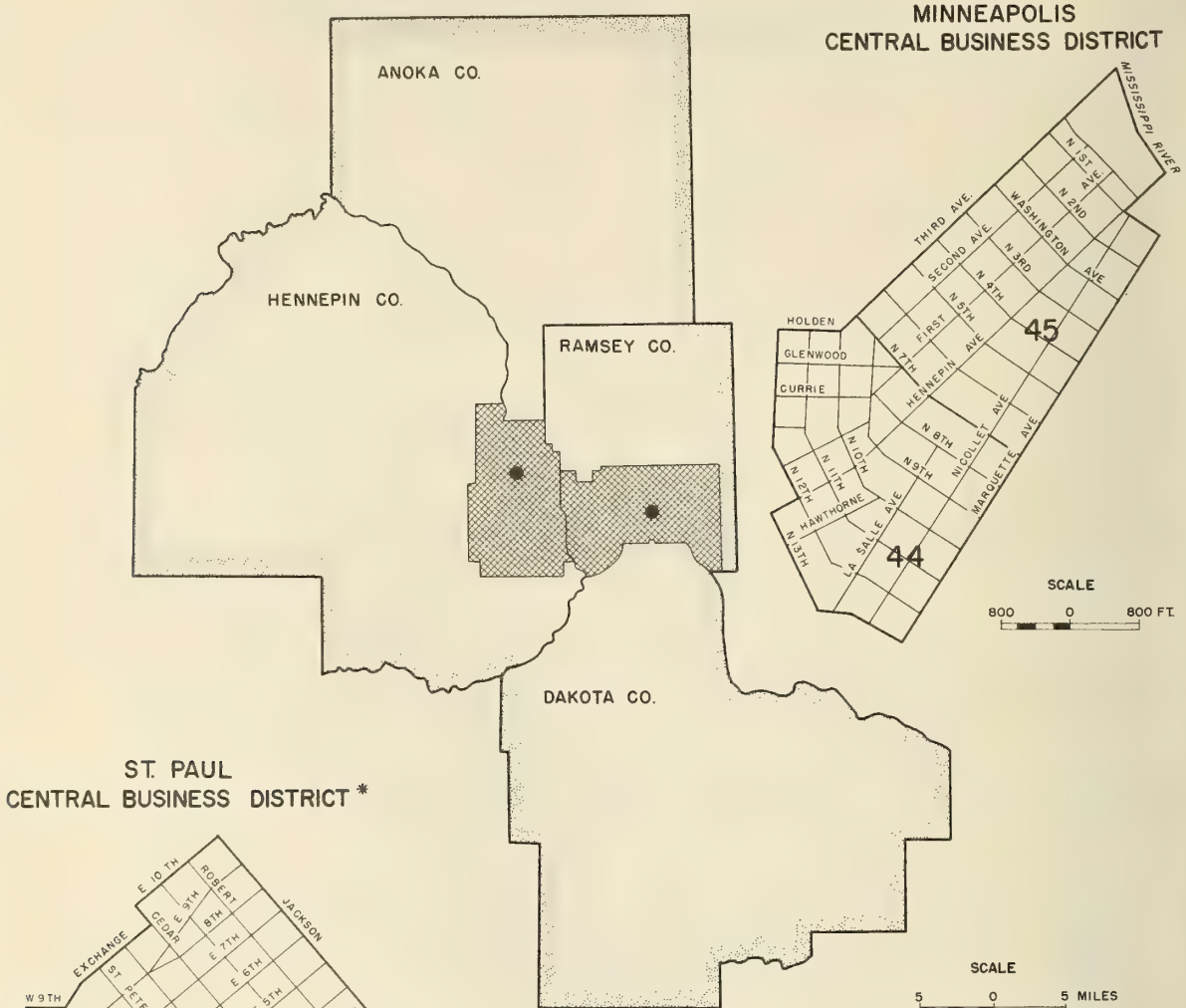
Minneapolis, Minnesota

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MINNEAPOLIS-ST. PAUL, MINNESOTA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICTS



*CONSISTS OF TRACT 42

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF MINNEAPOLIS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	705	249,308	46,812	758	230,181	40,862
Food stores	53	8,677	1,123	71	9,742	1,032
Eating, drinking places	167	17,469	5,243	168	17,487	4,924
Eating places	112	11,696	3,612	118	11,591	3,370
Drinking places	55	5,773	1,631	50	5,896	1,554
General merchandise group	18	114,310	23,459	13	102,002	20,074
Department stores	4	106,494	21,869	4	90,687	17,997
Variety stores	7	6,388	1,367	5	7,144	1,482
General merchandise stores, n.e.c.	7	1,428	223	4	4,171	595
Apparel, accessories stores	171	48,306	7,763	164	43,790	6,607
Shoe stores	42	6,213	977	31	6,294	881
Men's, boys' clothing and furnishings stores[3]	35	8,904	1,636	38	10,478	1,511
Family clothing stores[3]	6	9,732	1,899	6	7,318	1,069
Women's clothing, specialty stores	56	20,618	2,691	41	16,377	2,403
Ready-to-wear stores[3]	29	10,907	2,021	27	15,973	2,343
All other apparel stores	26	2,805	560	47	3,308	743
Furniture, home furnishings, appliance dealers	43	11,632	2,404	45	11,597	2,029
Furniture stores[3]	16	7,630	1,289	15	7,034	1,233
Other home furnishings stores[3]	15	2,677	648	16	2,818	442
Household appliance, radio, TV stores	10	1,301	467	13	1,694	354
Automotive group	8	20,219	2,396	14	14,960	1,984
Passenger car dealers (franchised & nonfranchised)	4	18,824	2,140	7	12,595	1,491
Tire, battery, accessory dealers	4	1,395	256	6	(D)	(D)
Other automotive dealers	...	...	...	1	(D)	(D)
Gasoline service stations	10	820	99	15	664	95
Lumber, building materials, hardware, farm equip. dealers	10	3,486	661	10	4,368	752
Hardware stores	6	(D)	D)	4	3,198	589
Other	2	(D)	(D)	6	1,170	163
Drug stores, proprietary stores	21	5,149	938	21	6,013	832
Other retail stores[4]	204	19,240	2,726	237	19,558	2,533
Liquor stores	17	3,634	220	25	3,043	119
Jewelry stores	54	4,315	579	51	6,100	940
Sporting goods, bicycle stores	5	(D)	95	5	617	81
Florists	9	513	67	11	682	84
Music stores	10	2,725	573	19	3,341	534
Camera, photographic supply stores	3	(D)	78	3	579	50
SELECTED SERVICE TRADES						
Hotels	37	9,391	3,702	45	8,285	3,056
Motion picture theaters	14	3,619	929	15	3,766	784

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF MINNEAPOLIS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,207	786,482	109,130	5,238	(D)	(D)
Food stores	1,274	157,065	11,424	1,581	122,094	7,799
Eating, drinking places	1,120	67,575	17,018	1,024	58,683	13,848
Eating places	665	39,977	11,180	599	32,850	8,563
Drinking places	453	27,408	5,838	425	25,833	5,285
General merchandise group	128	136,421	26,949	113	(D)	(D)
Department stores	7	(D)	(D)	6	(D)	(D)
Variety stores	77	10,035	1,950	69	10,112	1,916
General merchandise stores, n.e.c.	44	(D)	(D)	38	9,839	1,244
Apparel, accessories stores	403	66,181	10,238	384	60,146	8,509
Shoe stores	79	8,608	1,290	56	8,787	1,046
Men's, boys' clothing and furnishings stores[3]	69	13,474	2,197	92	15,852	2,015
Family clothing stores[3]	30	12,310	2,223	31	10,163	1,304
Women's clothing, specialty stores	127	24,812	3,203	113	18.901	2,697
Ready-to-wear stores[3]	77	14,572	2,470	80	18,034	2,555
All other apparel stores	78	6,537	1,325	92	6,443	1,447
Furniture, home furnishings, appliance dealers	327	46,334	7,636	234	35,910	5,911
Furniture stores[3]	86	23,861	3,654	85	19,139	3,333
Other home furnishings stores[3]	60	8,204	1,906	51	6,607	1,110
Household appliance, radio, TV stores	109	12,819	2,076	98	10,164	1,468
Automotive group	171	138,383	14,201	197	115,898	11,369
Passenger car dealers (franchised & nonfranchised)	117	130,210	13,075	146	108,714	10,367
Tire, battery, accessory dealers	41	5,538	(D)	37	5,069	875
Other automotive dealers	13	2,635	(D)	14	2,115	127
Gasoline service stations	597	40,785	3,783	602	27,721	2,508
Lumber, building materials, hardware, farm equip. dealers	256	47,542	6,558	207	35,638	4,838
Hardware stores	134	9,598	1,334	119	10,099	1,439
Other	120	37,850	5,224	88	25,539	3,399
Drug stores, proprietary stores	204	27,270	4,075	236	25,170	3,352
Other retail stores[4]	727	58,926	7,248	660	(D)	(D)
Liquor stores	85	15,739	846	105	12,739	574
Jewelry stores	92	5,519	764	89	7,252	1,115
Book, stationery stores	36	(D)	(D)	41	(D)	(D)
Sporting goods, bicycle stores	29	2,063	235	32	(D)	(D)
Florists	58	2,454	524	47	2,101	378
Music stores	28	3,783	(D)	34	(D)	(D)
Camera, photographic supply stores	12	(D)	(D)	11	1,137	105
SELECTED SERVICE TRADES						
Hotels	102	16,867	(D)	106	14,136	4,986
Motion picture theaters	41	5,403	1,389	54	[5]6,371	[5]1,378

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 368 such establishments with sales of $62,767,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
MINNEAPOLIS STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	10,444	1,426,848	185,147	9,916	(D)	(D)
Food stores	2,468	325,837	23,974	2,918	232,680	13,970
Eating, drinking places	2,194	117,350	27,477	2,036	102,072	22,680
Eating places	1,262	65,029	17,019	1,038	51,538	12,949
Drinking places	930	52,131	10,458	998	50,534	9,731
General merchandise group	287	204,045	37,528	255	(D)	(D)
Department stores	12	174,899	32,941	11	(D)	(D)
Variety stores	161	20,285	3,575	152	17,994	3,101
General merchandise stores, n.e.c.	114	8,861	1,012	92	13,989	1,559
Apparel, accessories stores	725	106,487	16,395	639	90,576	13,076
Shoe stores	154	14,602	2,011	109	11,935	1,364
Men's, boys' clothing and furnishings stores[3]	125	20,430	3,269	132	20,975	2,743
Family clothing stores[3]	58	18,433	3,238	53	21,176	3,166
Women's clothing, specialty stores	224	42,962	6,034	186	27,297	3,733
Ready-to-wear stores[3]	140	26,662	4,524	113	25,719	3,526
All other apparel stores	134	9,394	1,843	131	8,684	2,070
Furniture, home furnishings, appliance dealers	617	77,569	12,370	408	55,160	8,921
Furniture stores[3]	151	38,379	5,962	105	29,309	5,110
Other home furnishings stores[3]	113	12,947	2,890	69	8,817	1,628
Household appliance, radio, TV stores	249	23,511	3,518	184	15,771	2,183
Automotive group	353	243,959	25,754	395	191,754	19,712
Passenger car dealers (franchised & nonfranchised)	249	228,917	23,578	294	177,858	18,137
Tire, battery, accessory dealers	73	9,577	1,500	70	8,513	1,280
Other automotive dealers	29	5,449	676	31	5,383	295
Gasoline service stations	1,329	84,669	7,398	1,242	55,780	4,585
Lumber, building materials, hardware, farm equip. dealers	635	104,899	14,151	470	68,970	8,486
Hardware stores	304	24,363	3,174	246	17,206	2,081
Other	329	80,442	10,977	224	51,764	6,405
Drug stores, proprietary stores	377	51,619	7,436	402	41,100	5,186
Other retail stores[4]	1,459	110,414	12,664	1,151	100,097	10,919
Liquor stores	200	33,400	1,975	187	20,891	1,003
Jewelry stores	186	9,709	1,447	155	10,898	1,684
Book, stationery stores	63	4,798	1,014	55	7,420	1,066
Sporting goods, bicycle stores	73	4,778	599	68	3,637	491
Florists	118	4,987	976	73	3,367	684
Music stores	55	4,918	809	49	4,512	667
Camera, photographic supply stores	23	2,627	393	18	1,899	150
SELECTED SERVICE TRADES						
Hotels	140	22,776	8,637	156	19,267	6,625
Motion picture theaters	91	9,873	2,383	106	[5]10,491	[5]2,608

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 711 such establishments with sales of $105,171,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only, there were two drive-in theaters in this Standard Metropolitan Area in 1948.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF MINNEAPOLIS, THE ENTIRE CITY, AND THE MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	8.3	(D)	(D)	(D)	(D)
Food stores	-10.9	28.6	32.1	40.0	42.3
Eating, drinking places	-0.1	15.2	21.6	15.0	18.1
Eating places	0.9	21.7	33.3	26.2	33.5
Drinking places	-2.1	6.1	8.5	3.2	3.9
General merchandise group	12.1	(D)	(D)	(D)	(D)
Department stores	17.4	(D)	(D)	(D)	(D)
Variety stores	-10.6	-0.8	22.9	12.7	28.1
General merchandise stores, n.e.c.	-65.8	(D)	(D)	-36.7	-24.3
Apparel, accessories stores	10.3	10.0	9.3	17.6	24.4
Shoe stores	-1.3	-2.0	-3.9	22.3	48.7
Men's, boys' clothing and furnishings stores[3]	-15.0	-15.0	-15.0	-2.6	9.8
Family clothing stores[3]	33.0	21.1	-9.4	-13.0	-37.2
Women's clothing, specialty stores	25.9	31.3	66.2	57.4	104.6
Ready-to-wear stores[3]	-31.7	-19.2	77.8	3.7	61.7
All other apparel stores	-15.2	1.5	19.0	8.2	22.6
Furniture, home furnishings, appliance dealers	0.3	29.0	42.7	40.6	51.4
Furniture stores[3]	8.5	24.7	36.0	30.9	38.0
Other home furnishings stores[3]	-5.0	24.2	45.9	46.8	71.2
Household appliance, radio, TV stores	-23.2	26.1	35.9	49.1	57.8
Automotive group	35.2	19.4	17.1	27.2	26.6
Passenger car dealers (franchised and nonfranchised)	49.5	19.8	15.9	28.7	27.1
Tire, battery, accessory dealers	(D)	9.3	(D)	12.4	(D)
Other automotive dealers	XXX	24.6	(D)	1.2	(D)
Gasoline service stations	23.5	47.1	47.7	51.8	52.8
Lumber, building materials, hardware, farm equip. dealers	-20.2	33.4	40.9	52.1	57.0
Hardware stores	(D)	-5.0	(D)	41.6	(D)
Other	(D)	48.2	(D)	55.4	(D)
Drug stores, proprietary stores	-14.4	8.3	15.5	25.6	32.4
Other retail stores[4]	-1.6	(D)	(D)	10.3	13.2
Liquor stores	19.4	23.5	24.8	59.9	66.8
Jewelry stores	-29.3	-23.9	4.5	-10.9	12.4
Book, stationery stores	(NA)	(D)	(NA)	-35.3	(NA)
Sporting goods, bicycle stores	(D)	(D)	(D)	31.4	(D)
Florists	-24.8	16.8	36.8	48.1	66.6
Music stores	-18.4	(D)	(D)	9.0	87.3
Camera, photographic supply stores	(D)	(D)	(D)	38.3	(D)
SELECTED SERVICE TRADES					
Hotels	13.3	19.3	27.8	18.2	27.4
Motion picture theaters	-3.9	-15.2	-31.5	[5]-5.9	[5]-6.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. XXX Not applicable.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were two drive-in theaters in this Standard Metropolitan Area in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MINNEAPOLIS AND OF MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	31.7	(D)	17.4	(D)
Food stores	5.5	8.0	2.7	4.2
Eating, drinking places	25.9	29.8	14.9	17.1
Eating places	29.3	35.3	18.0	22.5
Drinking places	21.1	22.8	11.1	11.7
General merchandise group	83.8	(D)	56.0	(D)
Department stores	(D)	(D)	60.9	(D)
Variety stores	63.7	70.6	31.5	39.7
General merchandise stores, n.e.c	(D)	42.4	16.1	29.8
Apparel, accessories stores	73.0	72.8	45.4	48.3
Shoe stores	72.2	71.6	42.5	52.7
Men's, boys' clothing and furnishings stores[2]	66.1	66.1	43.6	50.0
Family clothing stores[2]	79.1	72.0	52.8	34.6
Women's clothing, specialty stores	83.1	86.6	48.0	60.0
Ready-to-wear stores[2]	74.8	88.6	40.9	62.1
All other apparel stores	42.9	51.3	29.9	38.1
Furniture, home furnishings, appliance dealers	25.1	32.3	15.0	21.0
Furniture stores[2]	32.0	36.8	19.9	24.0
Other home furnishings stores[2]	32.6	42.7	20.7	32.0
Household appliance, radio, TV stores	10.1	16.7	5.5	10.7
Automotive group	14.6	12.9	8.3	7.8
Passenger car dealers (franchised and nonfranchised)	14.5	11.6	8.2	7.1
Tire, battery, accessory dealers	25.2	(D)	14.6	(D)
Other automotive dealers	...	(D)	...	(D)
Gasoline service stations	2.0	2.4	1.0	1.1
Lumber, building materials, hardware, farm equip. dealers	7.3	12.3	3.3	6.3
Hardware stores	(D)	31.7	(D)	18.6
Other	(D)	4.6	(D)	2.3
Drug stores, proprietary stores	18.9	23.9	10.0	14.6
Other retail stores[3]	32.7	(D)	17.4	19.5
Liquor stores	23.1	23.9	10.9	14.6
Jewelry stores	78.2	84.1	44.4	56.0
Book, stationery stores	(NA)	(NA)	(NA)	(NA)
Sporting goods, bicycle stores	(D)	(D)	(D)	17.0
Florists	20.9	32.5	10.3	20.3
Music stores	72.0	(D)	55.4	74.0
Camera, photographic supply stores	(D)	50.9	(D)	30.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF MINNEAPOLIS, THE ENTIRE CITY, AND THE MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City	Standard Metropolitan Area
	1954	1948	1954	1954
Retail stores, total	100.0	100.0	100.0	100.0
Food stores	3.5	4.2	20.0	22.8
Eating, drinking places	7.0	7.6	8.6	8.2
Eating places	4.7	5.0	5.1	4.6
Drinking places	2.3	2.6	3.5	3.6
General merchandise group	45.9	44.4	17.3	14.3
Department stores	42.7	39.5	(D)	12.3
Variety stores	2.6	3.1	1.3	1.4
General merchandise stores, n.e.c	0.6	1.8	(D)	0.6
Apparel, accessories stores	19.4	19.0	8.4	7.5
Shoe stores	2.5	2.7	1.1	1.0
Men's, boys' clothing and furnishings stores[1]	3.6	4.6	1.7	1.5
Family clothing stores[1]	3.9	3.2	1.6	1.3
Women's clothing, specialty stores	8.3	7.1	3.2	3.0
Ready-to-wear stores[1]	4.4	6.9	1.9	1.9
All other apparel stores	1.1	1.4	0.8	0.7
Furniture, home furnishings, appliance dealers	4.7	5.0	5.9	5.4
Furniture stores[1]	3.1	3.1	3.1	2.8
Other home furnishings stores	1.1	1.2	1.1	1.0
Household appliance, radio, TV stores	0.5	0.7	1.7	1.6
Automotive group	8.1	6.5	17.6	17.1
Passenger car dealers (franchised and nonfranchised)	7.6	5.5	16.6	16.0
Tire, battery, accessory dealers	0.6	(D)	0.7	0.7
Other automotive dealers	...	(D)	0.3	0.4
Gasoline service stations	0.2	0.3	5.2	5.9
Lumber, building materials, hardware, farm equipment dealers	1.4	1.9	6.0	7.4
Hardware stores	(D)	1.4	1.2	1.7
Other	(D)	0.5	4.8	5.7
Drug stores, proprietary stores	2.1	2.6	3.5	3.6
Other retail stores[2]	7.7	8.5	7.5	7.8
Liquor stores	1.5	1.3	2.0	2.3
Jewelry stores	1.7	2.7	0.7	0.7
Book, stationery stores	(NA)	(NA)	(D)	0.3
Sporting goods, bicycle stores	(D)	0.3	0.3	0.3
Florists	0.2	0.3	0.3	0.3
Music stores	1.1	1.4	0.5	0.3
Camera, photographic supply stores	(D)	0.3	(D)	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

[3] Data for 1948 not shown for City or Standard Metropolitan Area to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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BUREAU OF THE CENSUS
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CENTRAL BUSINESS DISTRICT STATISTICS



New Haven, Connecticut

1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

New Haven, Connecticut

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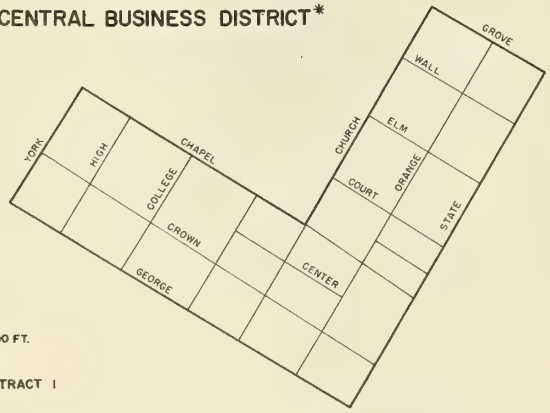
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NEW HAVEN, CONNECTICUT

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT*



N

SCALE

400 0 400 FT.

*CONSISTS OF TRACT 1

SCALE

1 0 1 2 3 4 5 MILES

● CENTRAL BUSINESS DISTRICT

▨ AREA OF CITY

STANDARD METROPOLITAN AREA

U S DEPARTMENT OF COMMERCE
1954 CENSUS OF BUSINESS
BUREAU OF THE CENSUS

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF NEW HAVEN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	484	76,445	12,889	499	71,654	10,914
Food stores	28	6,031	616	36	4,709	415
Eating, drinking places	68	4,840	1,269	63	5,170	1,265
Eating places	56	4,296	1,155	52	4,447	1,114
Drinking places	12	544	114	11	723	151
General merchandise group	21	20,405	3,389	17	17,281	2,470
Department stores	3	(D)	(D)	4	11,267	1,609
Variety stores	4	6,594	1,192	5	4,886	722
General merchandise stores, n.e.c.	14	(D)	(D)	8	1,128	139
Apparel, accessories stores	182	24,692	4,036	196	24,057	3,643
Shoe stores	35	4,094	539	32	3,215	369
Men's, boys' clothing and furnishings stores[3]	26	3,620	601	27	4,862	792
Family clothing stores[3]	5	2,457	353	6	1,341	184
Women's clothing, specialty stores	83	11,055	1,838	87	11,313	1,679
Ready-to-wear stores[3]	41	8,468	1,422	46	9,400	1,462
All other apparel stores	29	3,426	705	40	3,242	620
Furniture, home furnishings, appliance dealers	31	7,984	1,502	31	6,868	1,152
Furniture stores[3]	9	3,837	817	9	4,026	737
Other home furnishings stores[3]	10	768	107	15	990	142
Household appliance, radio, TV stores	9	3,335	578	7	1,852	273
Automotive group	6	1,392	235	4	595	86
Passenger car dealers (franchised & nonfranchised)	...	...	...	...	...	...
Tire, battery, accessory dealers	6	1,392	235	4	595	86
Other automotive dealers	...	...	...	...	...	...
Gasoline service stations	9	411	47	11	537	42
Drug stores, proprietary stores	11	2,048	243	8	1,474	173
Other retail stores[4]	128	8,642	1,552	133	10,963	1,693
Jewelry stores	29	2,964	686	26	2,191	399
Book, stationery stores	12	977	172	13	862	192
Sporting goods, bicycle stores	5	788	118	6	737	132
Florists	2	(D)	(D)	3	(D)	20
Camera, photographic supply stores	3	(D)	(D)	5	416	61
SELECTED SERVICE TRADES						
Hotels	10	1,475	485	8	1,423	543
Motion picture theaters	6	1,687	301	7	1,877	284

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow. It also includes lumber, building materials, hardware, and farm equipment dealers.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF NEW HAVEN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,441	241,984	29,396	2,713	202,442	23,226
Food stores	594	50,383	3,339	732	43,924	2,582
Eating, drinking places	469	19,631	3,733	504	18,282	3,243
Eating places	324	14,935	3,125	300	12,371	2,436
Drinking places	143	4,678	608	204	5,911	807
General merchandise group	79	22,560	3,513	74	18,670	2,531
Department stores	3	(D)	(D)	4	11,267	1,609
Variety stores	27	7,253	1,226	29	5,444	750
General merchandise stores, n.e.c.	49	(D)	(D)	41	1,959	172
Apparel, accessories stores	314	33,170	5,467	350	30,995	4,600
Shoe stores	55	5,036	643	55	3,922	414
Men's, boys' clothing and furnishings stores[3]	51	(D)	1,338	54	7,272	1,273
Family clothing stores[3]	16	(D)	399	11	1,909	228
Women's clothing, specialty stores	121	12,877	2,132	122	12,834	1,894
Ready-to-wear stores[3]	60	9,704	1,658	68	10,785	1,676
All other apparel stores	57	4,971	955	81	4,557	791
Furniture, home furnishings, appliance dealers	139	17,064	2,566	144	13,293	1,936
Furniture stores[3]	39	7,902	1,338	39	7,523	1,201
Other home furnishings stores[3]	36	2,214	326	42	2,134	326
Household appliance, radio, TV stores	46	6,646	902	39	3,289	409
Automotive group	104	37,969	3,897	89	27,008	2,658
Passenger car dealers (franchised & nonfranchised)	64	31,657	2,996	58	24,427	2,311
Tire, battery, accessory dealers	36	5,938	850	27	(D)	(D)
Other automotive dealers	4	374	51	4	(D)	(D)
Gasoline service stations	164	10,553	855	171	7,233	561
Lumber, building materials, hardware, farm equip. dealers	68	13,745	1,999	68	9,866	1,686
Hardware stores	26	1,790	280	31	3,404	478
Other	42	11,955	1,719	37	6,462	1,208
Drug stores, proprietary stores	96	7,978	792	104	6,612	706
Other retail stores[4]	414	28,931	3,235	477	26,559	2,723
Liquor stores	109	4,942	218	169	5,720	206
Jewelry stores	32	3,024	692	38	2,361	404
Book, stationery stores	15	(D)	(D)	23	(D)	(D)
Sporting goods, bicycle stores	15	1,909	287	11	902	142
Florists	21	567	79	20	567	75
Music stores	10	1,030	108	12	1,569	237
Camera, photographic supply stores	4	(D)	(D)	11	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	22	(D)	(D)	22	2,126	759
Motion picture theaters	17	2,127	416	21	[5]2,534	[5]474

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 151 such establishments with sales of $5,826,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NEW HAVEN STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	3,503	335,488	37,929	3,652	253,729	27,652
Food stores	851	82,201	5,322	1,002	63,522	3,720
Eating, drinking places	680	27,991	5,188	728	25,188	4,377
Eating places	480	21,756	4,417	446	17,206	3,298
Drinking places	196	6,205	771	282	7,982	1,079
General merchandise group	108	27,426	4,403	94	19,555	2,592
Department stores	4	14,942	2,560	4	11,267	1,609
Variety stores	33	7,549	1,255	36	5,690	773
General merchandise stores, n.e.c.	71	4,935	588	54	2,598	210
Apparel, accessories stores	367	35,963	5,755	386	32,367	4,686
Shoe stores	61	5,544	704	60	4,043	420
Men's, boys' clothing and furnishings stores[3]	53	7,285	1,365	59	7,696	1,308
Family clothing stores[3]	23	3,661	484	15	2,229	248
Women's clothing, specialty stores	141	13,834	2,230	130	13,095	1,915
Ready-to-wear stores[3]	72	10,481	1,743	71	10,963	1,691
All other apparel stores	65	5,197	972	90	4,686	795
Furniture, home furnishings, appliance dealers	186	19,346	2,820	176	14,943	2,125
Furniture stores[3]	44	8,287	1,383	45	7,888	1,243
Other home furnishings stores[3]	45	2,710	391	47	2,352	364
Household appliance, radio, TV stores	71	7,969	1,046	56	4,331	518
Automotive group	150	53,145	5,068	122	31,052	3,046
Passenger car dealers (franchised & nonfranchised)	97	45,648	(D)	81	28,195	2,676
Tire, battery, accessory dealers	43	6,536	908	35	2,699	362
Other automotive dealers	10	961	(D)	6	158	8
Gasoline service stations	296	18,452	1,543	298	12,178	865
Lumber, building materials, hardware, farm equip. dealers	119	20,325	2,703	102	13,007	2,063
Hardware stores	47	2,946	411	53	(D)	(D)
Other	72	17,379	2,292	49	(D)	(D)
Drug stores, proprietary stores	144	12,637	1,303	146	9,527	947
Other retail stores[4]	602	38,002	3,824	598	32,390	3,231
Liquor stores	164	7,894	321	220	7,668	270
Jewelry stores	40	3,455	716	42	2,548	418
Book, stationery stores	17	1,618	259	25	2,405	279
Sporting goods, bicycle stores	21	2,048	(D)	15	995	169
Florists	28	832	156	29	868	134
Music stores	10	1,030	108	12	1,569	237
Camera, photographic supply stores	7	614	34	13	1,183	113
SELECTED SERVICE TRADES						
Hotels	30	2,422	817	32	2,436	827
Motion picture theaters	27	2,940	631	29	[5]3,092	[6]666

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 201 such establishments with sales of $6,936,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there was one drive-in theater in this SMA in 1948.

[6] Revised.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF NEW HAVEN, THE ENTIRE CITY, AND THE NEW HAVEN STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	6.7	19.5	26.6	32.2	42.3
Food stores	28.1	14.7	13.1	29.4	29.5
Eating, drinking places	-6.4	7.4	12.8	11.1	15.7
Eating places	-3.4	20.7	34.3	26.4	36.8
Drinking places	-24.8	-20.9	-20.3	-22.3	-22.0
General merchandise group	18.1	20.8	55.1	40.5	208.8
Department stores	(D)	(D)	...	32.6	...
Variety stores	35.0	33.2	18.1	32.7	18.8
General merchandise stores, n.e.c.	(D)	(D)	(D)	90.0	(D)
Apparel, accessories stores	2.6	7.0	22.2	11.1	35.6
Shoe stores	27.3	28.4	33.2	37.1	75.1
Men's, boys' clothing and furnishings stores[3]	-25.6	(D)	(D)	-5.4	29.3
Family clothing stores[3]	83.2	(D)	(D)	64.2	35.6
Women's clothing, specialty stores	-2.3	0.3	19.8	5.6	55.9
Ready-to-wear stores[3]	-9.9	-10.0	-10.8	-4.4	28.8
All other apparel stores	5.7	9.1	17.5	10.9	22.6
Furniture, home furnishings, appliance dealers	16.2	28.4	41.3	29.5	40.7
Furniture stores[3]	-4.7	5.0	16.2	5.1	15.2
Other home furnishings stores[3]	-22.4	3.7	26.4	15.2	42.6
Household appliance, radio, TV stores	80.1	102.1	130.4	84.0	86.9
Automotive group	133.9	40.6	38.5	71.1	69.9
Passenger car dealers (franchised and nonfranchised)	...	29.6	29.6	61.9	...
Tire, battery, accessory dealers	133.9	(D)	(D)	142.2	144.5
Other automotive dealers	...	(D)	(D)	508.2	...
Gasoline service stations	-23.5	45.9	51.5	51.5	55.0
Lumber, building materials, hardware, farm equip. dealers	(NA)	39.3	(NA)	56.3	(NA)
Hardware stores	(NA)	47.4	(NA)	(D)	(NA)
Other	(NA)	85.0	(NA)	(D)	(NA)
Drug stores, proprietary stores	38.9	20.7	15.4	42.6	31.5
Other retail stores[4]	-21.2	8.9	30.1	17.3	37.0
Liquor stores	(NA)	13.6	(NA)	2.9	(NA)
Jewelry stores	35.3	28.1	-64.7	35.6	37.5
Book, stationery stores	13.3	(D)	(D)	-32.7	-58.5
Sporting goods, bicycle stores	6.9	111.6	579.4	105.8	388.4
Florists	(D)	0.0	(D)	-4.2	(D)
Music stores	(NA)	-34.4	(NA)	-34.4	(NA)
Camera, photographic supply stores	(D)	(D)	(D)	-48.1	(D)
SELECTED SERVICE TRADES					
Hotels	3.7	(D)	(D)	-0.6	-6.5
Motion picture theaters	-10.1	-16.1	-33.0	-54.9[5]	-53.1[5]

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there was one drive-in theater in this SMA in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NEW HAVEN CITY AND OF NEW HAVEN STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	31.6	35.4	22.8	28.2
Food stores	12.0	10.7	7.3	7.4
Eating, drinking places	24.7	28.3	17.3	20.5
Eating places	28.8	35.9	19.7	25.8
Drinking places	11.6	12.2	8.8	9.1
General merchandise group	90.4	92.6	74.4	88.4
Department stores	(D)	100.0	(D)	100.0
Variety stores	90.9	89.8	87.3	85.9
General merchandise stores, n.e.c	(D)	57.6	(D)	43.4
Apparel, accessories stores	74.4	77.6	68.7	74.3
Shoe stores	81.3	82.0	73.8	79.5
Men's, boys' clothing and furnishings stores[2]	(D)	66.9	49.7	63.2
Family clothing stores[2]	(D)	70.2	67.1	60.2
Women's clothing, specialty stores	85.9	88.1	79.9	86.4
Ready-to-wear stores[2]	87.3	87.2	80.8	85.7
All other apparel stores	58.9	71.1	65.9	69.2
Furniture, home furnishings, appliance dealers	46.8	51.7	41.3	46.0
Furniture stores[2]	48.6	53.5	46.3	51.0
Other home furnishings stores[2]	34.7	46.4	28.3	42.1
Household appliance, radio, TV stores	50.2	56.3	41.8	42.8
Automotive group	3.7	2.2	2.6	1.9
Passenger car dealers (franchised and nonfranchised)	...	...	...	...
Tire, battery, accessory dealers	23.4	(D)	21.3	22.0
Other automotive dealers	...	...	...	...
Gasoline service stations	3.9	7.4	2.2	4.4
Drug stores, proprietary stores	25.7	22.3	16.2	15.5
Other retail stores[3]	29.9	41.3	22.7	33.8
Jewelry stores	98.0	92.8	85.8	86.0
Book, stationery stores	(D)	(D)	60.4	35.8
Sporting goods, bicycle stores	41.3	81.7	38.5	74.1
Florists	(D)	(D)	(D)	(D)
Camera, photographic supply stores	(D)	(D)	(D)	35.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NEW HAVEN, THE ENTIRE CITY, AND THE NEW HAVEN STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	7.9	7.0	20.8	21.7	24.5	25.0
Eating, drinking places	6.3	7.2	8.1	9.0	8.3	9.9
Eating places	5.6	6.2	6.2	6.1	6.5	6.8
Drinking places	0.7	1.0	1.9	2.9	1.8	3.1
General merchandise group	26.7	24.1	9.3	9.2	8.2	7.7
Department stores	14.5	15.7	(D)	5.6	4.5	4.4
Variety stores	8.6	6.8	3.0	2.6	2.2	2.2
General merchandise stores, n.e.c.	3.6	1.6	(D)	1.0	1.5	1.1
Apparel, accessories stores	32.3	33.6	13.7	15.3	10.7	12.8
Shoe stores	5.4	4.5	2.1	1.9	1.7	1.6
Men's, boys' clothing and furnishings stores[1]	4.7	6.8	(D)	3.7	2.2	3.1
Family clothing stores[1]	3.2	1.9	(D)	1.0	1.2	1.0
Women's clothing, specialty stores	14.5	15.8	5.3	6.4	4.1	5.3
Ready-to-wear stores[1]	11.1	13.1	4.0	5.3	3.1	4.3
All other apparel stores	4.5	4.5	2.1	2.3	1.5	1.8
Furniture, home furnishings, appliance dealers	10.4	9.6	7.1	6.6	5.8	5.9
Furniture stores[1]	5.0	5.6	3.3	3.7	2.5	3.1
Other home furnishings stores[1]	1.0	1.4	1.0	1.2	0.9	1.0
Household appliance, radio, TV stores	4.4	2.6	2.8	1.7	2.4	1.8
Automotive group	1.8	0.8	15.7	13.3	15.8	12.2
Passenger car dealers (franchised and nonfranchised)	...	...	13.1	12.1	13.6	11.1
Tire, battery, accessory dealers	1.8	0.8	2.4	(D)	1.9	1.0
Other automotive dealers	...	...	0.2	(D)	0.3	0.1
Gasoline service stations	0.5	0.7	4.4	3.6	5.5	4.8
Lumber, building materials, hardware, farm equipment dealers	(NA)	(NA)	5.7	4.9	6.1	5.1
Hardware stores	(NA)	(NA)	0.8	1.7	0.9	(D)
Other	(NA)	(NA)	4.9	3.2	5.2	(D)
Drug stores, proprietary stores	2.7	2.1	3.3	3.3	3.8	3.8
Other retail stores[2]	11.4	15.3	11.9	13.1	11.3	12.8
Liquor stores	(NA)	(NA)	2.0	2.8	2.4	3.0
Jewelry stores	3.9	3.2	1.2	1.2	1.0	1.0
Book, stationery stores	1.3	1.3	(D)	(D)	0.5	0.9
Sporting goods, bicycle stores	1.0	1.1	0.8	0.4	0.6	0.4
Florists	(D)	(D)	0.2	0.3	0.2	0.3
Music stores	(NA)	(NA)	0.4	0.8	0.3	0.6
Camera, photographic supply stores	(D)	0.6	(D)	(D)	0.2	0.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1]Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2]This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



St. Louis, Missouri

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

lepartments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

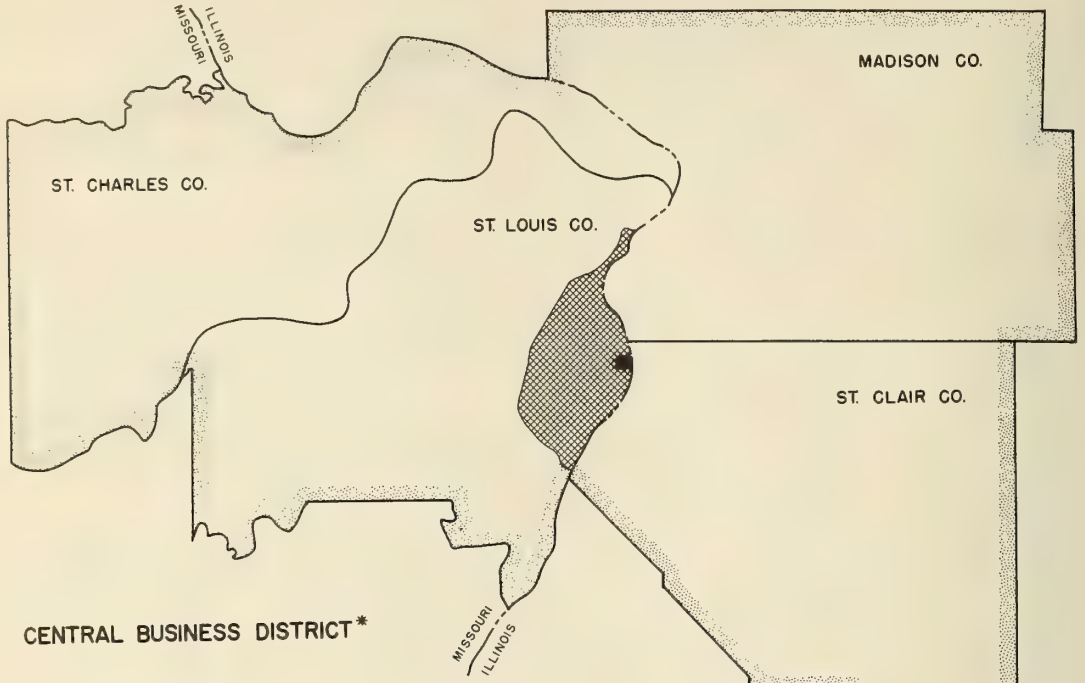
Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

St. Louis, Missouri

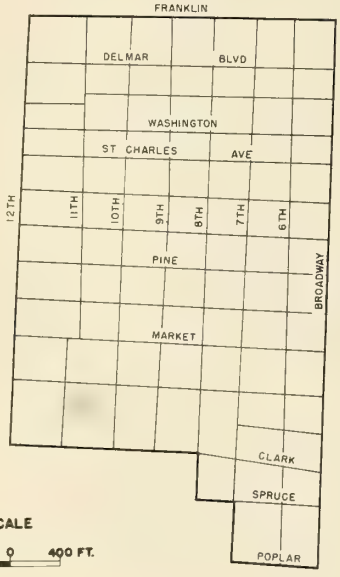
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ST. LOUIS, MISSOURI
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT*



SCALE
400 0 400 FT.



SCALE
5 0 5 MILES

CENTRAL BUSINESS DISTRICT
AREA OF CITY
STANDARD METROPOLITAN AREA
STATE LINE

*CONSISTS OF TRACT 25-C

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF ST. LOUIS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	613	246,545	49,539	674	274,506	47,758
Food stores	48	7,246	859	57	8,595	965
Eating, drinking places	192	15,344	4,407	163	15,301	4,159
Eating places	120	12,281	3,783	97	11,699	3,492
Drinking places	72	3,063	624	66	3,602	667
General merchandise group	14	138,931	27,833	17	150,658	25,786
Department stores	3	129,966	26,028	3	141,997	24,232
Variety stores	5	7,415	1,423	6	6,219	1,226
General merchandise stores, n.e.c.	6	1,550	382	8	2,442	328
Apparel, accessories stores	149	39,048	7,356	168	51,857	8,304
Shoe stores	42	5,625	893	42	6,520	827
Men's, boys' clothing and furnishings stores[3]	25	13,205	2,654	26	10,980	1,555
Family clothing stores[3]	7	2,185	401	11	10,776	2,050
Women's clothing, specialty stores	36	14,492	2,532	43	19,630	2,845
Ready-to-wear stores[3]	19	12,670	2,226	21	18,608	2,735
All other apparel stores	35	3,485	876	42	3,853	1,027
Furniture, home furnishings, appliance dealers	25	15,467	3,321	28	19,645	3,786
Furniture stores[3]	14	14,319	3,020	18	18,334	3,513
Other home furnishings stores[3]	6	375	87	4	380	67
Household appliance, radio, TV stores	5	773	214	4	877	206
Automotive group	...	...	...	...	...	...
Passenger car dealers (franchised & nonfranchised)	...	...	...	...	...	...
Tire, battery, accessory dealers	...	...	...	...	...	...
Other automotive dealers	...	...	...	...	...	...
Gasoline service stations	5	201	23	10	319	41
Lumber, building materials, hardware, farm equip. dealers	5	1,581	227	7	1,483	193
Drug stores, proprietary stores	10	4,409	725	13	4,430	686
Other retail stores[4]	165	24,318	4,788	211	22,218	3,839
Liquor stores	7	1,280	92	9	1,646	158
Jewelry stores	51	8,672	1,621	62	7,932	1,406
Book, stationery stores	7	2,544	505	7	1,108	169
Sporting goods, bicycle stores	...	...	...	...	...	...
Florists	7	493	104	4	496	98
Music stores	11	4,341	1,140	10	3,023	752
Camera, photographic supply stores	5	1,512	186	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	23	9,470	3,622	30	10,008	3,618
Motion picture theaters	9	2,707	754	9	2,392	592

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF ST. LOUIS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	9,695	1,130,491	145,980	11,021	950,893	120,076
Food stores	2,617	230,919	16,890	3,239	195,740	13,156
Eating, drinking places	2,682	105,487	20,962	2,977	94,824	17,383
Eating places	1,141	61,320	15,718	1,191	48,354	11,731
Drinking places	1,533	44,039	5,244	1,786	46,470	5,652
General merchandise group	267	214,299	37,858	266	198,017	32,113
Department stores	10	183,632	32,679	6	164,962	27,239
Variety stores	95	19,278	3,666	98	17,425	3,178
General merchandise stores, n.e.c.	160	11,341	1,513	162	15,630	1,696
Apparel, accessories stores	707	76,085	12,346	852	89,449	12,499
Shoe stores	204	13,058	1,680	195	13,109	1,426
Men's, boys' clothing and furnishings stores[3]	80	18,825	3,555	90	16,672	2,298
Family clothing stores[3]	58	7,602	1,131	69	15,801	2,566
Women's clothing, specialty stores	250	30,720	4,866	318	36,575	4,900
Ready-to-wear stores[3]	166	27,520	4,416	175	32,535	4,512
All other apparel stores	87	5,516	1,114	124	6,426	1,309
Furniture, home furnishings, appliance dealers	447	72,806	10,895	455	63,488	10,708
Furniture stores[3]	150	51,859	8,355	133	42,108	7,442
Other home furnishings stores[3]	81	5,445	963	87	7,051	1,543
Household appliance, radio, TV stores	142	14,046	1,577	169	13,270	1,723
Automotive group	375	199,555	18,167	382	138,160	12,798
Passenger car dealers (franchised & nonfranchised)	258	184,966	16,133	288	129,439	11,595
Tire, battery, accessory dealers	100	12,493	1,872	73	6,968	1,071
Other automotive dealers	17	2,096	162	21	1,753	132
Gasoline service stations	704	54,193	5,232	758	26,948	2,394
Lumber, building materials, hardware, farm equip. dealers	302	49,078	6,768	313	34,927	5,031
Hardware stores	153	14,339	2,013	164	11,368	1,176
Other	149	34,739	4,755	149	23,559	3,855
Drug stores, proprietary stores	386	38,644	5,116	456	32,695	4,348
Other retail stores[4]	1,208	89,425	11,746	1,323	76,645	9,646
Liquor stores	178	19,429	951	214	14,037	956
Jewelry stores	138	11,986	2,174	150	11,179	1,935
Book, stationery stores	27	3,663	682	29	2,451	368
Sporting goods, bicycle stores	36	1,320	80	38	1,379	94
Florists	98	5,737	1,137	125	4,602	748
Music stores	46	5,738	1,248	55	4,791	940
Camera, photographic supply stores	19	3,717	428	16	1,408	158
SELECTED SERVICE TRADES						
Hotels	135	30,834	11,718	142	29,461	10,375
Motion picture theaters	58	8,708	2,360	86	9,858	1,770

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 614 such establishments with sales of $30,766,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
ST. LOUIS STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	17,948	2,016,650	236,877	18,791	1,521,471	175,638
Food stores	4,454	500,424	36,017	5,303	355,403	23,191
Eating, drinking places	4,648	176,552	32,894	4,931	146,066	24,934
Eating places	1,961	97,706	23,775	1,859	68,498	15,713
Drinking places	2,677	78,700	9,119	3,072	77,568	9,221
General merchandise group	525	281,341	46,821	514	238,223	37,606
Department stores	17	218,208	37,188	15	182,199	29,921
Variety stores	184	33,736	6,054	173	29,113	4,933
General merchandise stores, n.e.c.	322	29,349	3,579	326	26,911	2,752
Apparel, accessories stores	1,210	116,762	17,853	1,274	122,132	16,343
Shoe stores	334	20,365	2,530	292	17,339	1,849
Men's, boys' clothing and furnishings stores[3]	143	27,772	4,830	149	23,079	3,083
Family clothing stores[3]	104	14,227	2,143	111	24,142	3,548
Women's clothing, specialty stores	432	45,773	6,980	470	48,665	6,445
Ready-to-wear stores[3]	279	40,112	6,159	272	43,098	5,925
All other apparel stores	143	7,757	1,370	172	7,583	1,418
Furniture, home furnishings, appliance dealers	864	108,506	15,726	736	86,051	13,733
Furniture stores[3]	248	68,503	10,904	207	53,914	9,208
Other home furnishings stores[3]	141	8,403	1,466	113	9,504	1,843
Household appliance, radio, TV stores	339	28,998	3,356	324	22,765	2,682
Automotive group	772	364,568	33,660	716	238,488	22,427
Passenger car dealers (franchised & nonfranchised)	532	338,796	30,230	532	221,584	20,264
Tire, battery, accessory dealers	188	20,420	2,988	142	12,057	1,662
Other automotive dealers	52	5,352	442	42	4,847	501
Gasoline service stations	1,757	127,037	11,459	1,791	71,644	5,570
Lumber, building materials, hardware, farm equip. dealers	816	122,569	15,665	764	95,582	11,904
Hardware stores	338	27,335	3,505	333	25,250	2,581
Other	478	95,234	12,160	431	70,332	9,323
Drug stores, proprietary stores	678	70,409	9,157	721	53,804	6,797
Other retail stores[4]	2,224	148,482	17,625	2,041	114,078	13,133
Liquor stores	294	31,417	1,709	317	21,713	1,378
Jewelry stores	245	16,499	2,657	233	14,558	2,418
Book, stationery stores	48	4,687	818	51	3,367	501
Sporting goods, bicycle stores	83	2,655	(D)	65	1,868	127
Florists	174	8,436	1,576	192	6,371	995
Music stores	68	7,184	1,431	76	5,402	991
Camera, photographic supply stores	41	4,599	479	34	2,088	209
SELECTED SERVICE TRADES						
Hotels	176	32,653	12,334	185	31,062	10,841
Motion picture theaters	126	15,256	3,893	157	14,919	4,012

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,188 such establishments with sales of $45,888,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF ST. LOUIS, THE ENTIRE CITY, AND THE ST. LOUIS STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-10.2	18.9	30.7	32.5	42.0
Food stores	-15.7	18.0	19.5	40.8	42.2
Eating, drinking places	0.3	11.2	13.4	20.9	23.3
Eating places	5.0	26.8	33.8	42.6	50.4
Drinking places	-15.0	-5.2	-4.4	1.5	2.3
General merchandise group	-7.8	8.2	59.1	18.1	62.6
Department stores	-8.5	11.3	133.7	19.8	119.5
Variety stores	19.2	10.6	5.9	15.9	15.0
General merchandise stores, n.e.c	-36.5	-27.5	-25.8	9.1	13.6
Apparel, accessories stores	-24.7	-15.0	-1.5	-4.4	10.6
Shoe stores	-13.7	-0.4	12.8	17.5	36.2
Men's, boys' clothing and furnishings stores[3]	20.3	12.9	-1.3	20.3	20.4
Family clothing stores[3]	-79.7	-51.9	7.8	-41.1	-9.9
Women's clothing, specialty stores	-26.2	-16.0	-4.2	-6.0	7.7
Ready-to-wear stores[3]	-31.9	-15.4	6.6	-6.9	12.1
All other apparel stores	-9.6	-14.2	-21.1	2.3	14.5
Furniture, home furnishings, appliance dealers	78.7	14.7	30.8	26.1	40.1
Furniture stores[3]	-21.9	23.2	57.9	27.1	52.3
Other home furnishings stores[3]	-1.3	-22.8	-24.0	-11.6	-12.0
Household appliance, radio, TV stores	-11.9	5.8	7.1	27.4	29.0
Automotive group	...	44.4	44.4	52.9	52.9
Passenger car dealers (franchised and nonfranchised)	...	42.9	42.9	52.9	52.9
Tire, battery, accessory dealers	...	79.3	79.3	69.4	69.4
Other automotive dealers	...	19.6	19.6	10.4	10.4
Gasoline service stations	-37.0	101.1	102.8	77.3	77.8
Lumber, building materials, hardware, farm equip. dealers	6.6	40.5	42.0	28.2	28.6
Hardware stores	(NA)	26.1	(NA)	8.3	(NA)
Other	(NA)	47.4	(NA)	35.4	(NA)
Drug stores, proprietary stores	-4.3	18.2	21.1	30.9	33.7
Other retail stores[4]	9.5	16.7	19.6	30.2	35.2
Liquor stores	-22.2	38.4	46.5	44.7	50.2
Jewelry stores	9.3	7.2	2.1	13.3	18.1
Book, stationery stores	129.6	49.4	-16.7	39.2	-5.1
Sporting goods, bicycle stores	...	-4.3	-4.3	42.1	42.1
Florists	-0.6	24.7	27.7	32.4	35.2
Music stores	43.6	19.8	-21.0	33.0	19.5
Camera, photographic supply stores	(D)	164.0	(D)	120.3	(D)
SELECTED SERVICE TRADES					
Hotels	-5.4	4.7	9.8	5.1	10.1
Motion picture theaters	13.2	-11.7	-19.6	2.3	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ST. LOUIS AND OF ST. LOUIS STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	21.8	28.9	12.2	18.0
Food stores	3.1	4.4	1.4	2.4
Eating, drinking places	14.5	16.1	8.7	10.5
Eating places	20.0	24.2	12.6	17.1
Drinking places	7.0	7.8	3.9	4.6
General merchandise group	64.8	76.1	49.4	63.2
Department stores	70.8	86.1	59.6	77.9
Variety stores	38.5	35.7	22.0	21.4
General merchandise stores, n.e.c	13.7	15.6	5.3	9.1
Apparel, accessories stores	51.3	58.0	33.4	42.5
Shoe stores	43.1	49.7	27.6	37.6
Men's, boys' clothing and furnishings stores[2]	70.1	65.9	47.5	47.6
Family clothing stores[2]	28.7	68.2	15.4	44.6
Women's clothing, specialty stores	47.2	53.7	31.7	40.3
Ready-to-wear stores[2]	46.0	57.2	31.6	43.2
All other apparel stores	63.2	60.0	44.9	50.8
Furniture, home furnishings, appliance dealers	21.2	30.9	14.3	22.8
Furniture stores[2]	27.6	43.5	20.9	34.0
Other home furnishings stores[2]	6.9	5.4	4.5	4.0
Household appliance, radio, TV stores	5.5	6.6	2.7	3.9
Automotive group	...	...	...	...
Passenger car dealers (franchised and nonfranchised)	...	...	...	...
Tire, battery, accessory dealers	...	...	...	...
Other automotive dealers	...	...	...	...
Gasoline service stations	0.4	1.2	0.2	0.4
Lumber, building materials, hardware, farm equip. dealers	3.2	4.2	1.3	1.6
Hardware stores	(NA)	(NA)	(NA)	(NA)
Other	(NA)	(NA)	(NA)	(NA)
Drug stores, proprietary stores	11.4	13.5	6.3	8.2
Other retail stores[3]	27.2	29.0	16.4	19.5
Liquor stores	6.6	11.7	4.1	7.6
Jewelry stores	72.4	71.0	52.6	54.5
Book, stationery stores	69.5	45.2	54.3	32.9
Sporting goods, bicycle stores	...	...	...	...
Florists	8.6	10.8	5.8	7.8
Music stores	75.7	63.1	60.4	56.0
Camera, photographic supply stores	40.7	(D)	32.9	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ST. LOUIS, THE ENTIRE CITY, AND THE ST. LOUIS STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	2.9	3.1	20.4	20.6	24.8	23.4
Eating, drinking places	6.2	5.6	9.3	10.0	8.7	9.6
Eating places	5.0	4.3	5.4	5.1	4.8	4.5
Drinking places	1.2	1.3	3.9	4.9	3.9	5.1
General merchandise group	56.4	54.9	19.0	20.8	14.0	15.7
Department stores	52.8	51.7	16.3	17.3	10.8	12.0
Variety stores	3.0	2.3	1.7	1.8	1.7	1.9
General merchandise stores, n.e.c	0.6	0.9	1.0	1.7	1.5	1.8
Apparel, accessories stores	15.8	18.9	6.8	9.4	5.8	8.0
Shoe stores	2.3	2.4	1.2	1.4	1.0	1.1
Men's, boys' clothing and furnishings stores[1]	5.4	4.0	1.7	1.8	1.4	1.5
Family clothing stores[1]	0.8	3.9	0.7	1.7	0.7	1.6
Women's clothing, specialty stores	5.9	7.2	2.7	3.8	2.3	3.2
Ready-to-wear stores[1]	5.1	6.8	2.4	3.4	2.0	2.8
All other apparel stores	1.4	1.4	0.5	0.7	0.4	0.6
Furniture, home furnishings, appliance dealers	6.3	7.2	6.4	6.7	5.4	5.7
Furniture stores[1]	5.8	6.8	4.7	4.5	3.5	3.6
Other home furnishings stores	0.2	0.1	0.5	0.7	0.4	0.6
Household appliance, radio, TV stores	0.3	0.3	1.2	1.5	1.5	1.5
Automotive group	...	...	17.7	14.5	18.1	15.7
Passenger car dealers (franchised and nonfranchised)	...	...	16.4	13.6	16.8	14.6
Tire, battery, accessory dealers	...	...	1.1	0.7	1.0	0.8
Other automotive dealers	...	...	0.2	0.2	0.3	0.3
Gasoline service stations	0.1	0.1	4.8	2.8	6.3	4.7
Lumber, building materials, hardware, farm equipment dealers	0.6	0.5	4.3	3.7	6.1	6.3
Hardware stores	(NA)	(NA)	1.3	1.2	1.4	1.7
Other	(NA)	(NA)	3.0	2.5	4.7	4.6
Drug stores, proprietary stores	1.8	1.6	3.4	3.4	3.5	3.5
Other retail stores[2]	9.9	8.1	7.9	8.1	7.3	7.4
Liquor stores	0.5	0.6	1.7	1.5	1.6	1.4
Jewelry stores	3.5	2.9	1.1	1.2	0.8	1.0
Book, stationery stores	1.0	0.4	0.3	0.3	0.2	0.2
Sporting goods, bicycle stores	...	...	0.1	0.1	0.1	0.1
Florists	0.2	0.2	0.5	0.5	0.4	0.4
Music stores	1.8	1.1	0.5	0.5	0.4	0.4
Camera, photographic supply stores	0.6	(D)	0.3	0.1	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Birmingham, Alabama

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume II.—RETAIL TRADE, AREA STATISTICS. Unit States summary and separate chapters for each State, the Distri of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; wi cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establis ments. (Chapters also are separate reports in bulletin series R–1

Volume III.—WHOLESALE TRADE, SUMMARY STATISTIC United States summary and separate chapters, of statistics clas fied by kind of business and geographic areas, for: Size of Who sale Establishments, Credit Sales, Warehouse Space, Commodi Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

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Volume V.—SELECTED SERVICE TRADES, SUMMA STATISTICS. United States summary and separate chapters statistics classified by kind of business and geographic areas, f Receipts Size of Establishments, Employment Size of Establi ments, Legal Form of Organization, Single Units and Multiun Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STAT TICS. United States summary and separate chapters for e State, the District of Columbia, Alaska, and Hawaii, of statist by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard me politan area data.

TRADE BULLETINS.—Primarily a reorganization of busi data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Birmingham, Alabama

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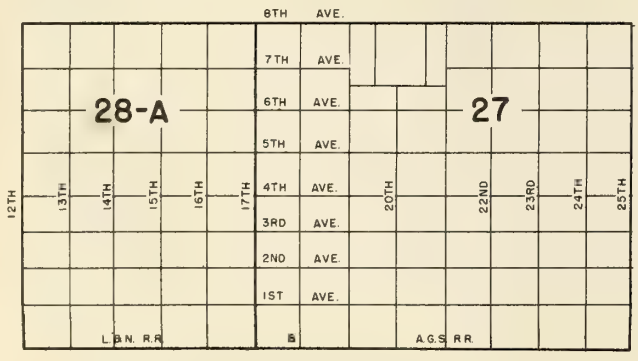
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BIRMINGHAM, ALABAMA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



SCALE

800 0 800FT.

SCALE

5 0 5 MILES

● CENTRAL BUSINESS DISTRICT

AREA OF CITY, 1948

ANNEXATIONS THROUGH 195

STANDARD METROPOLITAN AR

27 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF BIRMINGHAM

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	627	161,034	24,969	687	157,931	22,316
Food stores	36	11,527	855	71	12,565	1,134
Eating, drinking places	136	10,970	2,413	161	11,598	2,170
Eating places	119	10,145	2,293	142	10,582	2,058
Drinking places	17	825	120	19	1,016	112
General merchandise group	23	52,341	9,071	24	52,406	8,336
Department stores	4	(D)	(D)	4	42,119	6,990
Variety stores	7	7,651	1,211	8	8,038	1,050
General merchandise stores, n.e.c.	12	(D)	(D)	12	2,249	296
Apparel, accessories stores	159	30,575	5,176	131	32,282	4,865
Shoe stores	41	5,708	808	33	4,788	560
Men's, boys' clothing and furnishings stores[3]	30	3,498	487	22	(D)	(D)
Family clothing stores[3]	20	8,551	1,889	26	12,109	1,741
Women's clothing, specialty stores	52	11,652	1,806	32	11,170	2,100
Ready-to-wear stores[3]	26	10,710	1,647	22	10,827	2,051
All other apparel stores	12	1,096	186	18	864	128
Furniture, home furnishings, appliance dealers	56	14,866	2,395	62	14,940	2,212
Furniture stores[3]	33	10,795	1,816	39	11,199	1,734
Other home furnishings stores[3]	8	1,063	171	6	477	58
Household appliance, radio, TV stores	13	3,000	408	16	3,248	420
Automotive group	13	14,128	1,348	18	7,695	795
Passenger car dealers (franchised & nonfranchised)	6	12,206	1,146	10	6,181	560
Tire, battery, accessory dealers	6	(D)	(D)	6	(D)	(D)
Other automotive dealers	1	(D)	(D)	2	(D)	(D)
Gasoline service stations	23	1,975	280	27	1,443	193
Lumber, building materials, hardware, farm equip. dealers	19	2,927	362	18	2,363	336
Hardware stores	9	1,683	188	11	936	91
Other	10	1,244	174	7	1,427	245
Drug stores, proprietary stores	19	2,016	362	18	2,330	347
Other retail stores[4]	143	19,709	2,707	157	20,309	1,928
Liquor stores	5	(D)	111	4	(D)	132
Jewelry stores	35	6,210	1,169	36	5,038	787
Book, stationery stores	8	671	105	7	(D)	(D)
Sporting goods, bicycle stores	7	746	97	7	562	44
Florists	5	325	53	8	441	61
Music stores	11	1,518	340	13	1,297	259
SELECTED SERVICE TRADES						
Hotels	28	(D)	(D)	31	4,629	123
Motion picture theaters	9	2,212	423	16	2,313	511

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF BIRMINGHAM

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,892	415,377	47,582	2,882	334,247	37,921
Food stores	792	90,405	5,203	869	66,041	3,594
Eating, drinking places	482	22,876	4,049	577	22,684	3,703
Eating places	419	20,877	3,829	476	19,450	3,408
Drinking places	59	1,915	220	101	3,234	295
General merchandise group	80	60,622	10,032	77	59,490	9,110
Department stores	4	(D)	(D)	4	42,119	6,990
Variety stores	25	10,020	1,569	30	10,056	1,258
General merchandise stores, n.e.c	51	(D)	(D)	43	7,315	862
Apparel, accessories stores	229	35,789	5,978	181	35,550	5,233
Shoe stores	53	6,191	859	39	5,011	588
Men's, boys' clothing and furnishings stores[3]	36	4,284	591	24	3,403	340
Family clothing stores[3]	32	9,914.	2,121	42	13,363	1,860
Women's clothing, specialty stores	73	13,779	2,189	47	(D)	(D)
Ready-to-wear stores[3]	41	12,645	1,992	33	12,232	2,239
All other apparel stores	19	1,403	218	24	(D)	(D)
Furniture, home furnishings, appliance dealers	161	21,310	3,274	151	20,431	3,064
Furniture stores[3]	70	13,563	2,183	77	14,112	2,147
Other home furnishings stores[3]	21	1,984	402	27	(D)	(D)
Household appliance, radio, TV stores	48	5,561	689	37	4,370	547
Automotive group	137	100,017	9,466	146	65,245	6,602
Passenger car dealers (franchised & nonfranchised)	85	90,953	8,327	95	58,514	5,718
Tire, battery, accessory dealers	43	(D)	(D)	38	5,592	809
Other automotive dealers	9	(D)	(D)	13	1,139	75
Gasoline service stations	319	18,695	1,617	279	11,306	1,037
Lumber, building materials, hardware, farm equip. dealers	135	17,628	2,429	103	10,569	1,525
Hardware stores	69	5,679	649	59	(D)	(D)
Other	66	11,949	1,980	44	(D)	(D)
Drug stores, proprietary stores	156	11,340	1,529	143	9,003	1,141
Other retail stores[4]	401	36,695	4,005	356	33,928	2,912
Liquor stores	22	11,671	342	14	13,474	275
Jewelry stores	54	7,131	1,320	46	5,377	840
Book, stationery stores	12	(D)	(D)	8	1,040	156
Sporting goods, bicycle stores	15	972	127	12	779	88
Florists	54	1,688	242	48	1,392	184
Music stores	16	(D)	(D)	19	1,346	262
Camera, photographic supply stores	4	210	22	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	30	4,560	1,378	34	4,880	1,286
Motion picture theaters	18	2,755	547	34	2,976	705

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 213 such establishments with sales of $8,779,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
BIRMINGHAM STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,500	523,714	56,193	4,742	432,994	44,714
Food stores	1,332	130,238	7,072	1,685	103,534	5,020
Eating, drinking places	734	29,433	4,811	901	29,193	4,327
Eating places	618	25,663	4,404	705	23,968	3,922
Drinking places	112	3,686	407	196	5,225	405
General merchandise group	175	73,513	11,528	157	75,098	10,600
Department stores	5	43,978	7,749	4	42,119	6,990
Variety stores	42	11,855	1,822	46	11,998	1,491
General merchandise stores, n.e.c	128	17,680	1,957	107	20,981	2,119
Apparel, accessories stores	326	40,637	6,442	238	38,540	5,469
Shoe stores	66	6,854	913	43	5,326	606
Men's, boys' clothing and furnishings stores[3]	40	(D)	606	29	3,935	382
Family clothing stores[3]	63	11,538	2,299	72	15,090	2,010
Women's clothing, specialty stores	102	15,652	2,385	57	12,906	2,321
Ready-to-wear stores[3]	58	14,052	2,151	39	12,434	2,258
All other apparel stores	23	(D)	239	27	1,068	150
Furniture, home furnishings, appliance dealers	233	25,416	3,807	222	24,313	3,444
Furniture stores[3]	101	16,045	2,527	103	16,060	2,358
Other home furnishings stores[3]	27	2,096	414	28	1,831	373
Household appliance, radio, TV stores	81	7,055	866	73	6,130	713
Automotive group	198	113,325	10,784	179	72,902	7,360
Passenger car dealers (franchised & nonfranchised)	119	101,992	9,341	115	65,001	6,320
Tire, battery, accessory dealers	68	9,968	1,354	51	6,762	965
Other automotive dealers	11	1,365	89	13	1,139	75
Gasoline service stations	536	28,641	2,288	519	19,047	1,571
Lumber, building materials, hardware, farm equip. dealers	192	21,652	2,884	168	15,434	2,039
Hardware stores	111	8,054	891	101	5,186	441
Other	81	13,598	1,993	67	10,248	1,598
Drug stores, proprietary stores	212	15,204	1,963	201	11,905	1,494
Other retail stores[4]	562	45,655	4,614	472	43,028	3,390
Liquor stores	32	16,173	486	25	19,178	407
Jewelry stores	66	7,620	1,392	58	5,816	900
Book, stationery stores	14	(D)	(D)	8	1,040	156
Sporting goods, bicycle stores	26	1,254	135	19	893	99
Florists	85	2,379	335	60	1,616	220
Music stores	17	1,569	347	23	1,404	272
Camera, photographic supply stores	4	210	22	7	197	25
SELECTED SERVICE TRADES						
Hotels	38	4,752	1,411	36	(D)	(D)
Motion picture theaters	35	3,654	723	61	3,786	874

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 263 such establishments with sales of $9,708,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF BIRMINGHAM, THE ENTIRE CITY, AND THE BIRMINGHAM STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	2.0	24.3	44.3	21.0	31.9
Food stores	-8.3	36.9	47.5	25.8	30.5
Eating, drinking places	-5.4	0.8	7.4	0.8	4.9
Eating places	-4.1	7.3	21.0	7.1	15.9
Drinking places	-8.8	-40.8	-50.9	-29.5	-32.0
General merchandise group	-0.1	1.9	16.9	-2.1	-6.7
Department stores	(D)	(D)	(D)	4.4	(D)
Variety stores	-4.8	-0.4	17.4	-1.2	6.2
General merchandise stores, n.e.c	(D)	(D)	(D)	-15.7	(D)
Apparel, accessories stores	-5.3	0.7	59.5	5.4	60.8
Shoe stores	19.2	23.5	116.7	28.7	113.0
Men's, boys' clothing and furnishings stores[3]	4.4	25.9	1,411.5	(D)	(D)
Family clothing stores[3]	-29.4	-25.8	8.7	-23.5	0.2
Women's clothing, specialty stores	4.3	(D)	(D)	21.3	130.4
Ready-to-wear stores[3]	-1.1	3.4	37.7	13.0	108.0
All other apparel stores	26.9	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	-0.5	4.3	17.4	4.5	12.6
Furniture stores[3]	-3.6	-3.9	-5.0	-0.1	8.0
Other home furnishings stores[3]	122.9	9.1	-31.4	14.5	-23.7
Household appliance, radio, TV stores	-7.6	27.3	128.3	15.1	40.7
Automotive group	83.9	53.3	49.2	55.4	52.1
Passenger car dealers (franchised and nonfranchised)	97.5	55.4	50.5	56.9	52.6
Tire, battery, accessory dealers	(D)	(D)	(D)	47.4	(D)
Other automotive dealers	(D)	(D)	(D)	19.8	(D)
Gasoline service stations	36.9	65.4	69.5	50.4	51.5
Lumber, building materials, hardware, farm equip. dealers	23.9	66.8	79.1	40.3	43.3
Hardware stores	79.8	(D)	(D)	55.3	49.9
Other	-12.8	(D)	(D)	32.7	40.1
Drug stores, proprietary stores	-13.5	26.0	39.7	27.7	37.7
Other retail stores[4]	-3.0	8.2	24.7	6.1	14.2
Liquor stores	(D)	-13.4	(D)	-15.7	(D)
Jewelry stores	23.3	32.6	171.7	31.0	81.2
Book, stationery stores	(D)	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores	32.7	24.8	4.1	40.4	53.5
Florists	-26.3	21.3	43.3	47.2	74.8
Music stores	17.0	(D)	(D)	11.8	-52.3
Camera, photographic supply stores	(NA)	(D)	(NA)	6.6	(NA)
SELECTED SERVICE TRADES					
Hotels	(D)	-6.6	(D)	(D)	(D)
Motion picture theaters	-4.4	-7.4	-18.1	-3.5	- 2.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF BIRMINGHAM CITY AND OF BIRMINGHAM STANDARD METROPOLITAN AREA

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	38.8	47.2	30.7	36.5
Food stores	12.8	19.0	8.9	12.1
Eating, drinking places	48.0	51.1	37.3	39.7
Eating places	48.6	54.4	39.5	44.2
Drinking places	43.1	31.4	22.4	19.4
General merchandise group	86.3	88.1	71.2	69.8
Department stores	(D)	100.0	(D)	100.0
Variety stores	76.4	79.9	64.5	67.0
General merchandise stores, n.e.c	(D)	30.7	(D)	10.7
Apparel, accessories stores	85.4	90.8	75.2	83.8
Shoe stores	92.2	95.5	83.3	89.9
Men's, boys' clothing and furnishings stores[2]	81.7	98.5	(D)	85.2
Family clothing stores[2]	86.3	90.6	74.1	80.2
Women's clothing, specialty stores	84.6	(D)	74.4	86.5
Ready-to-wear stores[2]	84.7	88.5	76.2	87.1
All other apparel stores	78.1	(D)	(D)	80.9
Furniture, home furnishings, appliance dealers	69.8	73.1	58.5	61.4
Furniture stores[2]	79.6	79.4	67.3	69.7
Other home furnishings stores[2]	53.6	26.2	50.7	26.1
Household appliance, radio, TV stores	53.9	74.3	42.5	53.0
Automotive group	14.1	11.8	12.5	10.6
Passenger car dealers (franchised and nonfranchised)	13.4	10.6	12.0	9.5
Tire, battery, accessory dealers	(D)	(D)	(D)	(D)
Other automotive dealers	(D)	(D)	(D)	(D)
Gasoline service stations	10.6	12.8	6.9	7.6
Lumber, building materials, hardware, farm equip. dealers	16.6	22.4	13.5	15.3
Hardware stores	29.6	(D)	20.9	18.0
Other	10.4	(D)	9.1	13.9
Drug stores, proprietary stores	17.8	25.9	13.3	19.6
Other retail stores	53.7	59.9	43.2	47.2
Liquor stores	(D)	(D)	(D)	(D)
Jewelry stores	87.1	93.7	81.5	86.6
Book, stationery stores	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores	76.7	72.1	59.5	62.9
Florists	19.3	31.7	13.7	27.3
Music stores	(D)	96.4	96.7	92.4
Camera, photographic supply stores	(NA)	(NA)	(NA)	(NA)

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).
[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF BIRMINGHAM, THE ENTIRE CITY, AND THE BIRMINGHAM STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	7.2	8.0	21.8	19.8	24.9	23.9
Eating, drinking places	6.8	7.3	5.5	6.8	5.6	6.8
Eating places	6.3	6.7	5.0	5.8	4.9	3.6
Drinking places	0.5	0.6	0.5	1.0	0.7	1.2
General merchandise group	32.5	33.2	14.6	17.8	14.0	17.4
Department stores	(D)	26.7	(D)	12.6	8.4	9.7
Variety stores	4.8	5.1	2.4	3.0	2.2	2.8
General merchandise stores, n.e.c	(D)	1.4	(D)	2.2	3.4	4.9
Apparel, accessories stores	19.0	20.4	8.6	10.6	7.8	8.9
Shoe stores	3.5	3.0	1.5	1.5	1.3	1.2
Men's, boys' clothing and furnishings stores[1]	2.2	2.1	1.0	1.0	(D)	0.9
Family clothing stores[1]	5.3	7.7	2.4	4.0	2.2	3.6
Women's clothing, specialty stores	7.3	7.1	3.3	(D)	3.0	3.0
Ready-to-wear stores[1]	6.7	6.9	3.0	3.7	2.7	2.9
All other apparel stores	0.7	0.5	0.4	(D)	(D)	0.2
Furniture, home furnishings, appliance dealers	9.2	9.5	5.1	6.1	4.9	5.6
Furniture stores[1]	6.7	7.1	3.3	4.2	3.1	3.7
Other home furnishings stores[1]	0.7	0.3	0.5	0.6	0.4	0.5
Household appliance, radio, TV stores	1.8	2.1	1.3	1.3	1.4	1.4
Automotive group	8.8	4.9	24.1	19.5	21.6	16.8
Passenger car dealers (franchised and nonfranchised)	7.6	3.9	21.9	17.5	19.5	15.0
Tire, battery, accessory dealers	(D)	(D)	(D)	1.7	1.9	1.5
Other automotive dealers	(D)	(D)	(D)	0.3	0.2	0.3
Gasoline service stations	1.2	0.9	4.5	3.4	5.5	4.4
Lumber, building materials, hardware, farm equipment dealers	1.8	1.5	4.3	3.2	4.1	3.6
Hardware stores	1.0	0.6	1.4	(D)	1.5	1.2
Other	0.8	0.9	2.9	(D)	2.6	2.4
Drug stores, proprietary stores	1.3	1.5	2.7	2.7	2.9	2.7
Other retail stores[2]	12.2	12.8	8.8	10.1	8.7	9.9
Liquor stores	(D)	(D)	2.8	4.0	3.1	4.4
Jewelry stores	3.9	3.2	1.7	1.6	1.5	1.3
Book, stationery stores	0.4	(D)	(D)	0.3	(D)	0.2
Sporting goods, bicycle stores	0.5	0.3	0.2	0.2	0.2	0.2
Florists	0.2	0.3	0.4	0.4	0.5	0.4
Music stores	1.0	0.8	(D)	0.4	0.3	0.3
Camera, photographic supply stores	(NA)	(NA)	0.1	(D)	0.0	0.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

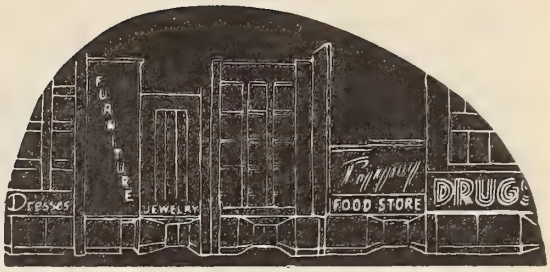
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CENTRAL BUSINESS DISTRICT STATISTICS



Tulsa, Oklahoma

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. Un States summary and separate chapters, of statistics by kin business and geographic areas, for: Sales Size of Establishme Single Units and Multiunits, Legal Form of Organization, I chandise Inventories, Credit Sales, etc. (Most chapters also separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. Un States summary and separate chapters for each State, the Dis of Columbia, Alaska, and Hawaii, of statistics by counties, ci and standard metropolitan areas, and by kind of business; cross classifications by kind of business for standard metropol areas, and for counties and cities with 500 or more retail estab ments. (Chapters also are separate reports in bulletin series R

Volume III.—WHOLESALE TRADE, SUMMARY STATIST United States summary and separate chapters, of statistics cl fied by kind of business and geographic areas, for: Size of Wh sale Establishments, Credit Sales, Warehouse Space, Commo Line Sales, Legal Form of Organization, and Petroleum Bulk tions, etc. (Most chapters also are separate reports in bull series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATIST United States summary and separate chapters for each State, District of Columbia, Alaska, and Hawaii, of statistics by coun cities, and standard metropolitan areas, and by kind of busin with cross classifications by kind of business for standard m politan areas, and for counties and cities with 100 or more wh sale establishments. (Chapters also are separate report bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMM STATISTICS. United States summary and separate chapte statistics classified by kind of business and geographic areas, Receipts Size of Establishments, Employment Size of Estab ments, Legal Form of Organization, Single Units and Multiu Laundries and Cleaning Plants, and Hotels and Motels. (chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STA TICS. United States summary and separate chapters for State, the District of Columbia, Alaska, and Hawaii, of stati by counties, cities, and standard metropolitan areas, and by of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are sepa reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETIN Establishments, sales or receipts, and payroll for retail t hotels, and theaters, for the central business district of eac selected large cities with comparable city and standard m politan area data.

TRADE BULLETINS.—Primarily a reorganization of busi data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-28—Tulsa, Okla.
Washington, D. C., 1956

For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Comm
Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses f Manufactures and Mineral Industries, was authorized by aw under Title 13, United States Code, section 131. These 954 Censuses covered businesses operated in continental nited States, Alaska, and Hawaii. Separate Censuses of usiness and Manufactures for 1954 were also conducted n Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholeale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, otels, and motion picture theaters in selected central busiess districts and related cities and standard metropolitan reas. The definition and map of the Central Business istrict for which data are shown in this bulletin and its elation to the Central City and Standard Metropolitan Area f which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area epresenting their "Central Business District," it was necesary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 ensus data for them could be implemented. The delineation Central Business Districts was accomplished with the operation of the Census Tract Committees in the large ties included in the Central Business District (CBD) rogram. In their work on the CBD's, the Census Tract ommittees obtained the representation of a variety of local terests, such as business firms and associations, newspapers, anning agencies, welfare organizations, local governmental odies, etc.

The objective of the CBD Program was stated, as follows, a letter from the Director of the Census Bureau to the ract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

ecause there are no generally accepted rules for determining hat a CBD area should include or exclude, the Census ureau did not provide rigid specifications for defining the BD but (1) provided a general characterization of the BD, describing it as "an area of very high land valuation, n area characterized by a high concentration of retail busiesses, offices, theaters, hotels, and 'service' businesses, and h area of high traffic flow"; and (2) required that the BD ordinarily should be defined to follow existing tract nes, i. e., to consist of one or more whole Census tracts. he emphasis put on tracts was based on the anticipation at other Census statistics than those derived from the 54 Census of Business would also [eventually] be tabulated r CBD's. It was recognized that tract basis for CBD's ight lead to the inclusion of some land area not properly ithin a strictly defined CBD or to the exclusion of a small rtion of what should be in the CBD. It was believed that is limitation generally would not prove to be serious as e difference in area probably would not significantly alter e magnitudes being measured. Provision, however, was ade for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristic gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures are compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration method it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination in the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

epartments. In addition to the material included in KIND-F-BUSINESS CLASSIFICATION, below, reference should e made to Tables 12K, 12L, and 12M in Volume II of the 948 Census of Business for an indication of the kinds of siness where the change in leased department procedure ight have had the greatest effect. Later publications of the 954 Census of Business will present separate data for leased epartments.

(6) One other important difference in the two Censuses is the treatment of sales and excise taxes levied directly on e consumer. In the 1948 Census of Business such taxes ere not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they ere included in the 1954 Census. The effect of this change aries from State to State depending on whether there was State sales tax law and on what items the tax law applied. general the tax is about two or three percent on the items vered. The Federal excise taxes on retail sales, while a gher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail les. Similar levies on the consumer in the case of motion cture theaters and hotels are included in total receipts. or motion picture theaters this is a significant factor in mparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disse the operations of an individual establishment or business organization are not published. The number of tablishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances here other items of information for the same establishments e suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a mmary of reports for individual establishments rather than companies. A separate report was obtained for each cation where business was conducted, including each location of multiunit organizations. Each report in the census as tabulated in accordance with the physical location at hich the business was conducted. Although the tabulations the census are on an establishment rather than ownership sis, in certain tables the establishment figures are grouped o ownership categories. This will be the case in the thcoming retail trade bulletin "Single Units and Multiits" and in a planned company statistics bulletin covering mpany activities in all parts of the 1954 Censuses of Busiss, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single ablishment, the entire establishment was classified on the sis of its major activity and all data for it included in that ssification. However, when these activities were conted by separate business entities, each entity was treated an establishment. Thus, a leased department in a departnt store was treated as a separate establishment and is inded in these tabulations on the basis of its activities rather an as a part of the store within which it operates. (See MPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations a multiunit organization which service or are auxiliary to retail stores, hotels, or motion picture theaters of the anization, such as separate warehouses, administrative ces, etc. Information for this type of unit will be included later 1954 Census of Business publications. In the 1948 siness Census, figures for such units, where included in the ulations, were separately identified.

ales.—Sales are defined to include total receipts from tomers during 1954, after deduction of refunds or allowes for merchandise returned by customers. Sales include eipts from repairs and from other services to customers, well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

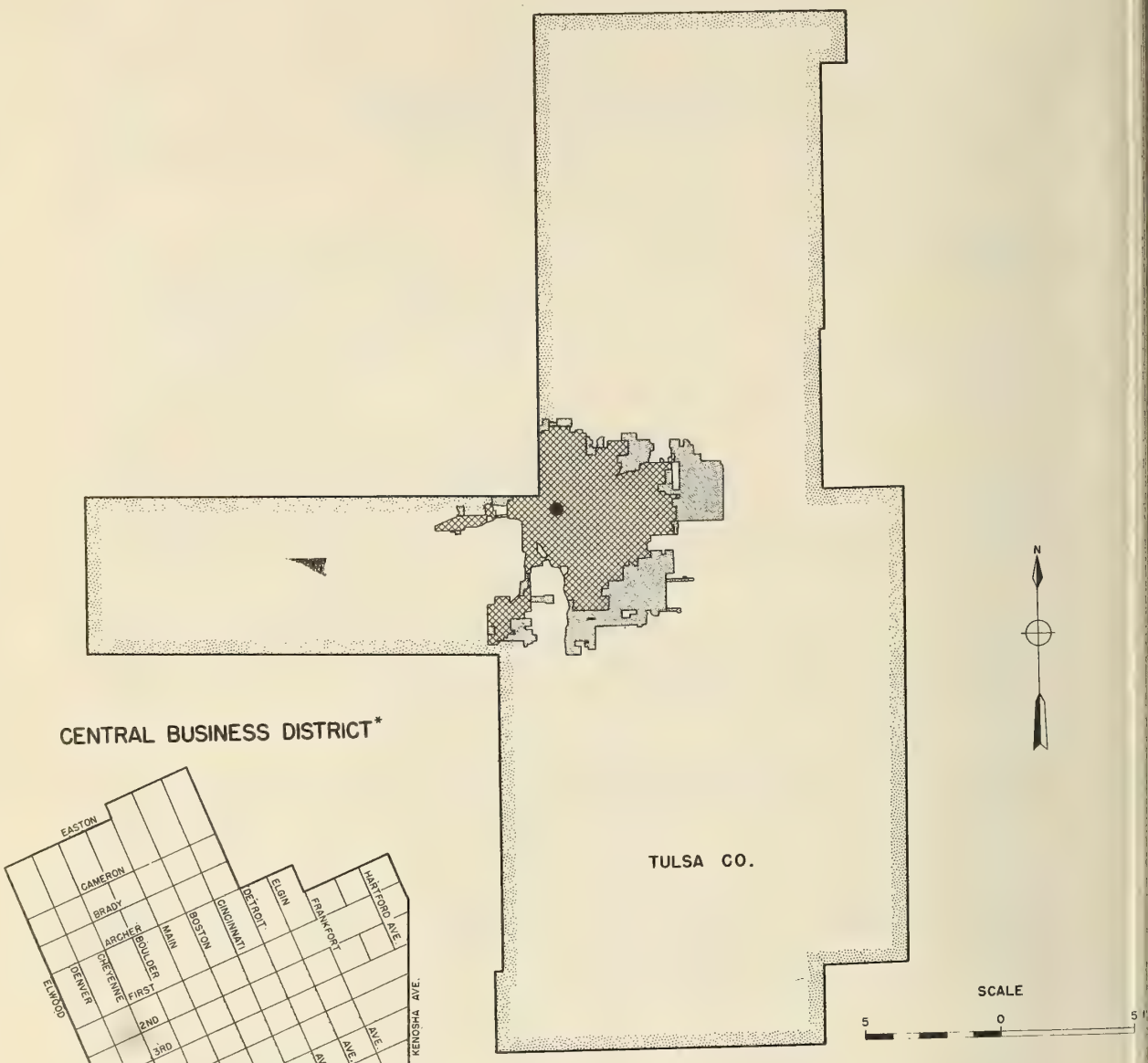
Tulsa, Oklahoma

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TULSA, OKLAHOMA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



*CONSISTS OF TRACT 25

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF TULSA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	505	112,387	18,051	560	103,407	14,757
Food stores	25	1,541	148	42	2,127	179
Eating, drinking places	123	5,980	1,482	147	7,032	1,600
Eating places	91	4,955	1,365	117	5,943	1,457
Drinking places	32	1,025	117	30	1,089	143
General merchandise group	12	34,146	5,548	12	32,315	5,080
Department stores	4	(D)	(D)	4	26,517	4,287
Variety stores	3	2,827	468	4	2,957	459
General merchandise stores, n.e.c	5	(D)	(D)	4	2,841	334
Apparel, accessories stores	87	21,814	3,806	80	18,941	2,684
Shoe stores	22	4,512	679	14	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	16	2,924	578	15	(D)	(D)
Family clothing stores[3]	10	6,028	1,113	11	7,443	1,108
Women's clothing, specialty stores	26	7,867	1,370	27	5,740	791
Ready-to-wear stores[3]	15	6,396	1,047	17	5,329	734
All other apparel stores	10	483	66	11	488	66
Furniture, home furnishings, appliance dealers	28	5,237	1,066	34	5,580	874
Furniture stores[3]	15	3,975	865	24	4,310	687
Other home furnishings stores[3]	4	154	23	4	169	20
Household appliance, radio, TV stores	7	1,072	178	6	1,101	167
Automotive group	20	20,741	2,518	32	16,081	1,538
Passenger car dealers (franchised & nonfranchised)	10	18,024	2,105	18	13,294	1,166
Tire, battery, accessory dealers	10	2,703	413	12	(D)	(D)
Other automotive dealers	...	...	...	2	(D)	(D)
Gasoline service stations	35	2,320	270	39	1,733	197
Lumber, building materials, hardware, farm equip. dealers	14	4,459	595	22	5,406	475
Hardware stores	5	818	121	8	1,117	145
Other	9	3,641	474	14	4,289	330
Drug stores, proprietary stores	28	4,191	727	22	3,254	491
Other retail stores.[4]	133	11,958	1,891	130	10,938	1,639
Liquor stores	...	...	...	...	...	...
Jewelry stores	26	3,770	605	18	2,625	462
Book, stationery stores	12	1,063	237	12	(D)	(D)
Sporting goods, bicycle stores	5	1,041	130	7	884	125
Florists	5	235	27	7	238	45
Music stores	5	1,584	262	6	1,063	179
Camera, photographic supply stores	3	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	45	4,492	1,663	40	3,345	1,128
Motion picture theaters	8	1,320	310	10	1,514	309

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF TULSA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,406	322,075	37,067	1,998	222,677	25,114
Food stores	435	63,178	3,854	478	38,528	2,471
Eating, drinking places	496	19,620	4,077	456	14,243	2,856
Eating places	358	15,594	3,641	318	10,663	2,422
Drinking places	136	4,018	436	138	3,580	434
General merchandise group	79	39,244	6,257	46	34,592	5,315
Department stores	5	28,586	4,778	4	26,517	4,287
Variety stores	37	4,235	857	28	4,324	629
General merchandise stores, n.e.c.	37	6,423	622	14	3,751	399
Apparel, accessories stores	172	27,869	4,515	106	20,077	2,771
Shoe stores	36	5,730	861	15	2,445	312
Men's, boys' clothing and furnishings stores[3]	21	3,046	636	15	(D)	(D)
Family clothing stores[3]	18	6,721	1,178	14	(D)	(D)
Women's clothing, specialty stores	66	11,345	(D)	38	6,327	836
Ready-to-wear stores[3]	41	(D)	(D)	25	5,829	775
All other apparel stores	25	(D)	(D)	20	658	77
Furniture, home furnishings, appliance dealers	166	18,939	2,812	115	13,122	1,911
Furniture stores[3]	53	(D)	(D)	46	7,856	1,134
Other home furnishings stores[3]	25	(D)	(D)	26	(D)	(D)
Household appliance, radio, TV stores	52	5,438	635	26	(D)	(D)
Automotive group	180	77,222	6,558	150	49,506	3,550
Passenger car dealers (franchised & nonfranchised)	127	68,268	5,450	112	43,890	2,954
Tire, battery, accessory dealers	43	7,194	989	24	(D)	(D)
Other automotive dealers	10	1,760	119	14	(D)	(D)
Gasoline service stations	294	19,634	1,897	230	10,225	992
Lumber, building materials, hardware, farm equip. dealers	111	23,968	2,528	106	18,991	2,088
Hardware stores	35	1,889	(D)	29	(D)	(D)
Other	76	22,079	(D)	77	(D)	(D)
Drug stores, proprietary stores	112	12,348	1,936	97	8,457	1,092
Other retail stores[4]	361	20,053	2,633	214	14,936	2,068
Liquor stores	23	(D)	15	...	...	...
Jewelry stores	33	4,540	645	20	(D)	(D)
Book, stationery stores	19	1,389	281	13	1,078	195
Sporting goods, bicycle stores	13	1,394	171	13	1,010	137
Florists	34	1,484	(D)	19	765	141
Music stores	10	1,733	279	11	1,358	220
Camera, photographic supply stores	4	1,289	249	5	1,000	154
SELECTED SERVICE TRADES						
Hotels	83	5,044	1,796	75	4,100	1,294
Motion picture theaters	24	2,408	510	25	2,265	474

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 185 such establishments with sales of $8,946,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
TULSA STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,879	357,597	39,890	2,521	246,054	26,636
Food stores	549	71,274	4,237	648	46,912	2,783
Eating, drinking places	573	22,795	4,601	552	15,861	3,080
Eating places	411	17,875	4,124	383	11,815	2,601
Drinking places	160	4,912	477	169	4,046	479
General merchandise group	104	41,149	6,454	73	36,454	5,468
Department stores	5	28,586	4,778	4	26,517	4,287
Variety stores	46	4,754	922	38	4,693	662
General merchandise stores, n.e.c.	53	7,809	754	31	5,244	519
Apparel, accessories stores	199	29,036	4,583	111	20,322	2,788
Shoe stores	43	6,025	887	15	2,445	312
Men's, boys' clothing and furnishings stores[3]	24	3,502	646	17	2,890	419
Family clothing stores[3]	27	7,045	1,209	18	7,948	1,144
Women's clothing, specialty stores	73	11,430	1,735	38	6,327	836
Ready-to-wear stores[3]	42	9,646	1,398	25	5,829	775
All other apparel stores	26	962	106	20	658	77
Furniture, home furnishings, appliance dealers	190	20,194	2,918	135	14,208	2,011
Furniture stores[3]	62	10,575	1,653	55	8,459	1,206
Other home furnishings stores[3]	26	3,332	603	28	2,623	425
Household appliance, radio, TV stores	58	5,671	662	31	2,814	380
Automotive group	210	83,044	7,067	177	52,572	3,776
Passenger car dealers (franchised & nonfranchised)	142	71,294	5,642	125	46,121	3,118
Tire, battery, accessory dealers	56	8,293	1,096	37	4,803	588
Other automotive dealers	12	3,457	329	15	1,648	70
Gasoline service stations	367	22,791	2,047	329	12,308	1,120
Lumber, building materials, hardware, farm equip. dealers	156	32,366	3,226	138	21,702	2,310
Hardware stores	42	2,068	223	39	2,467	245
Other	114	30,298	3,003	99	19,235	2,065
Drug stores, proprietary stores	125	12,906	1,993	115	9,116	1,149
Other retail stores[4]	406	22,042	2,764	243	16,599	2,151
Liquor stores	25	1,089	15	...	...	...
Jewelry stores	39	4,667	650	22	2,704	469
Book, stationery stores	19	1,389	281	13	1,078	195
Sporting goods, bicycle stores	13	(D)	(D)	13	1,010	137
Florists	43	1,575	219	22	784	142
Music stores	10	1,733	279	11	1,358	220
Camera, photographic supply stores	4	1,289	249	5	1,000	154
SELECTED SERVICE TRADES						
Hotels	88	5,189	1,838	77	(D)	(D)
Motion picture theaters	34	3,004	610	36	2,633	540

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 199 such establishments with sales of $9,126,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF TULSA, THE ENTIRE CITY, AND THE TULSA STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	8.7	44.6	75.8	45.3	71.9
Food stores	-27.6	64.0	69.3	51.9	55.7
Eating, drinking places	-15.0	37.8	89.2	43.7	90.5
Eating places	-16.6	46.2	125.4	51.3	120.0
Drinking places	-5.9	12.2	20.2	21.4	31.5
General merchandise group	5.7	13.4	123.9	12.9	69.1
Department stores	(D)	7.8	(D)	7.8	(D)
Variety stores	-4.4	-2.1	3.0	1.3	11.0
General merchandise stores, n.e.c.	(D)	71.2	(D)	48.9	(D)
Apparel, accessories stores	15.2	38.8	433.0	42.9	423.0
Shoe stores	(D)	134.4	(D)	146.4	(D)
Men's, boys' clothing and furnishings stores[3]	(D)	(D)	(D)	21.1	(D)
Family clothing stores[3]	-19.0	(D)	(D)	-11.4	101.4
Women's clothing, specialty stores	37.1	79.3	492.5	80.7	506.9
Ready-to-wear stores[3]	20.0	(D)	(D)	65.5	550.0
All other apparel stores	-1.0	(D)	(D)	46.2	181.8
Furniture, home furnishings, appliance dealers	-6.2	44.3	81.7	42.1	73.4
Furniture stores[3]	-7.8	(D)	(D)	25.0	59.1
Other home furnishings stores[3]	-8.9	(D)	(D)	27.0	29.5
Household appliance, radio, TV stores	-2.6	(D)	(D)	101.5	168.5
Automotive group	30.0	56.0	70.0	58.0	70.7
Passenger car dealers (franchised and nonfranchised)	35.6	55.5	64.2	54.6	62.2
Tire, battery, accessory dealers	(D)	(D)	(D)	72.7	(D)
Other automotive dealers	(D)	(D)	(D)	109.8	(D)
Gasoline service stations	33.9	92.0	103.9	85.2	93.5
Lumber, building materials, hardware, farm equip. dealers	-17.5	26.2	43.6	49.1	71.3
Hardware stores	-26.8	(D)	(D)	-16.2	-7.5
Other	-15.1	(D)	(D)	57.5	78.4
Drug stores, proprietary stores	28.8	46.0	56.8	41.6	48.7
Other retail stores[4]	9.3	34.3	102.5	32.8	78.1
Liquor stores	XXX	XXX	XXX	XXX	XXX
Jewelry stores	43.6	(D)	(D)	72.6	1035.4
Book, stationery stores	(D)	28.8	(D)	28.8	(D)
Sporting goods, bicycle stores	17.8	38.0	180.2	(D)	(D)
Florists	-1.3	94.0	137.0	100.9	145.4
Music stores	49.0	27.6	-49.5	27.6	-49.5
Camera, photographic supply stores	(D)	28.9	(D)	28.9	(D)
SELECTED SERVICE TRADES					
Hotels	34.3	23.0	-26.9	(D)	(D)
Motion picture theaters	-12.8	6.3	44.9	14.1	50.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1]Minus sign (-) denotes decrease. XXX Not applicable.
[2]Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).
[3]Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4]This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF TULSA CITY AND OF TULSA STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	34.9	46.4	31.4	42.0
Food stores	2.4	5.5	2.2	4.5
Eating, drinking places	30.5	49.4	26.2	44.3
Eating places	31.8	55.7	27.7	50.3
Drinking places	25.5	30.4	20.9	26.9
General merchandise group	87.0	93.4	83.0	88.6
Department stores	(D)	100.0	(D)	100.0
Variety stores	66.8	68.4	59.5	63.0
General merchandise stores, n.e.c	(D)	75.7	(D)	54.2
Apparel, accessories stores	78.3	94.3	75.1	93.2
Shoe stores	78.7	(D)	74.9	(D)
Men's, boys' clothing and furnishings stores[2]	96.0	(D)	83.5	(D)
Family clothing stores[2]	89.7	(D)	85.6	93.6
Women's clothing, specialty stores	69.3	90.7	68.8	90.7
Ready-to-wear stores[2]	(D)	91.4	66.3	91.4
All other apparel stores	(D)	74.2	50.2	74.2
Furniture, home furnishings, appliance dealers	27.7	42.5	25.9	39.3
Furniture stores[2]	(D)	54.9	37.6	51.0
Other home furnishings stores[2]	(D)	(D)	4.6	6.4
Household appliance, radio, TV stores	19.7	(D)	18.9	39.1
Automotive group	26.9	32.5	25.0	30.6
Passenger car dealers (franchised and nonfranchised)	26.4	30.3	25.3	28.8
Tire, battery, accessory dealers	37.6	(D)	32.6	(D)
Other automotive dealers	...	(D)	...	(D)
Gasoline service stations	11.8	16.9	10.2	14.1
Lumber, building materials, hardware, farm equip. dealers	18.6	28.5	13.8	24.9
Hardware stores	43.3	(D)	39.6	45.3
Other	16.5	(D)	12.0	22.3
Drug stores, proprietary stores	33.9	38.5	32.5	35.7
Other retail stores[3]	60.0	73.2	54.3	65.9
Liquor stores	XXX	XXX	XXX	XXX
Jewelry stores	83.0	(D)	80.8	97.1
Book, stationery stores	76.5	(D)	76.5	(D)
Sporting goods, bicycle stores	74.7	87.5	(D)	87.5
Florists	15.8	31.1	15.0	30.4
Music stores	91.4	78.3	91.4	78.3
Camera, photographic supply stores	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. ... Represents zero.

[1]Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2]Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3]This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF TULSA, THE ENTIRE CITY, AND THE TULSA STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	1.4	2.1	19.6	17.3	19.9	19.1
Eating, drinking places	5.3	6.8	6.1	6.4	6.4	6.4
Eating places	4.4	5.7	4.8	4.8	5.0	4.8
Drinking places	0.9	1.1	1.3	1.6	1.4	1.6
General merchandise group	30.4	31.2	12.2	15.5	11.5	14.8
Department stores	(D)	25.6	8.9	11.9	8.0	10.8
Variety stores	2.5	2.9	1.3	1.9	1.3	1.9
General merchandise stores, n.e.c	(D)	2.7	2.0	1.7	2.2	2.1
Apparel, accessories stores	19.4	18.3	8.7	9.0	8.1	8.3
Shoe stores	4.0	(D)	1.8	1.1	1.7	1.0
Men's, boys' clothing and furnishings stores[1]	2.6	(D)	.9	(D)	1.0	1.2
Family clothing stores[1]	5.4	7.2	2.1	(D)	2.0	3.2
Women's clothing, specialty stores	7.0	5.6	3.5	2.8	3.2	2.6
Ready-to-wear stores[1]	5.7	5.2	(D)	2.6	2.7	2.4
All other apparel stores	0.4	0.5	(D)	0.3	0.2	0.3
Furniture, home furnishings, appliance dealers	4.7	5.4	5.9	5.9	5.6	5.8
Furniture stores[1]	3.5	4.2	(D)	3.5	3.1	3.4
Other home furnishings stores[1]	0.1	0.1	(D)	(D)	0.9	1.2
Household appliance, radio, TV stores	1.1	1.1	1.7	(D)	1.6	1.2
Automotive group	18.4	15.6	24.0	22.3	23.2	21.4
Passenger car dealers (franchised and nonfranchised)	16.0	12.9	21.2	19.7	19.9	18.7
Tire, battery, accessory dealers	2.4	(D)	2.2	(D)	2.3	2.0
Other automotive dealers	...	(D)	0.6	(D)	1.0	0.7
Gasoline service stations	2.1	1.7	6.1	4.6	6.4	5.0
Lumber, building materials, hardware, farm equipment dealers	4.0	5.2	7.4	8.5	9.1	8.8
Hardware stores	0.8	1.1	0.6	(D)	0.6	1.0
Other	3.2	4.1	6.9	(D)	8.5	7.8
Drug stores, proprietary stores	3.7	3.1	3.8	3.8	3.6	3.7
Other retail stores[2]	10.6	10.6	6.2	6.7	6.2	6.7
Liquor stores	...	...	(D)	...	0.3	...
Jewelry stores	3.4	2.5	1.4	(D)	1.3	1.1
Book, stationery stores	0.9	(D)	0.4	0.5	0.4	0.4
Sporting goods, bicycle stores	0.9	0.9	0.4	0.5	(D)	0.4
Florists	0.2	0.2	0.5	0.3	0.4	0.3
Music stores	1.4	1.0	0.5	0.6	0.5	0.6
Camera, photographic supply stores	(D)	(D)	0.4	0.4	0.4	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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Bulletin CBD–29

CENTRAL BUSINESS DISTRICT STATISTICS



San Francisco, California

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. Unit States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishment Single Units and Multiunits, Legal Form of Organization, Me chandise Inventories, Credit Sales, etc. (Most chapters also a separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. Unit States summary and separate chapters for each State, the Distr of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; wi cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establis ments. (Chapters also are separate reports in bulletin series R–1

Volume III.—WHOLESALE TRADE, SUMMARY STATISTIC United States summary and separate chapters, of statistics clas fied by kind of business and geographic areas, for: Size of Who sale Establishments, Credit Sales, Warehouse Space, Commodi Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTIC United States summary and separate chapters for each State, t District of Columbia, Alaska, and Hawaii, of statistics by counti cities, and standard metropolitan areas, and by kind of busine with cross classifications by kind of business for standard met politan areas, and for counties and cities with 100 or more who sale establishments. (Chapters also are separate reports bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMA STATISTICS. United States summary and separate chapters statistics classified by kind of business and geographic areas, fo Receipts Size of Establishments, Employment Size of Establi ments, Legal Form of Organization, Single Units and Multiuni Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STAT TICS. United States summary and separate chapters for ea State, the District of Columbia, Alaska, and Hawaii, of statist by counties, cities, and standard metropolitan areas, and by ki of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with 2 or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS. Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard met politan area data.

TRADE BULLETINS.—Primarily a reorganization of busin data previously issued for a number of wholesale, service, a retail trades.

SUGGESTED IDENTIFICATION

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Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Busines Census differs from that of the 1948 and previous Censuse by the exclusion of "milk dealers" (see KIND-OF-BUSINES CLASSIFICATION, below). The 1948 data shown in th and other 1954 Census of Business publications have bee revised to the 1954 basis and will differ in this respect fro the results in previously issued 1948 Census of Busines publications.

(3) The change in method of enumeration also resulted i the inclusion in the 1954 Business Census of a number o establishments which were in business a part of 1954 but no at the end of 1954. In the 1948 and previous Busines Censuses, the coverage of establishments (except for thos of large multiunit organizations for which special canvas procedures were used) was substantially limited to place which, at the end of the year, were still in business. In th 1954 Census, however, the inclusion of establishments no in business at the end of the year was possible to the exten that such establishments were included in the active file of the Internal Revenue Service used for mailing list pur poses or to the extent that they were identified in the record used for the "nonemployer" universe. In both 1954 an previous Business Censuses, the count of establishments i limited to those in business at the end of the year. Othe items of data, however, include figures for part-year estab lishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census re sults also is affected by differences in the items of informatio collected for kind-of-business classification purposes and i the classification techniques. A description of these differ ences is provided in the section below, on KIND-OF BUSINESS CLASSIFICATION.

A special problem in comparability of data from census t census exists because of the use of the establishment as th unit for kind-of-business classification. Although an estab lishment may change its kind-of-business characteristic gradually, a change in kind-of-business classification is mad for the establishment as a whole at a specific point in time For example, with the addition of appropriate lines of mer chandise, an apparel store at some point becomes a depart ment store, or a men's shoe store becomes a family shoe store When a change in classification is made, the new figures a compared with figures on the old classification basis wil show an increase in the new kind of business by the tota amount of the establishment's sales and a correspondin decrease in the previous kind of business in which the estab lishment was classified. Often there are offsetting change in classification, so that changes between censuses in th amounts shown for various kinds of business are independen of changes in individual establishment classification. How ever, particularly when the volume of business is growin rapidly and new lines of merchandise are being added, th changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affec kind-of-business comparisons among retail stores was th change made from the 1948 Census practice of consolidatin leased departments with the stores in which they were lo cated. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination o the field canvass made such consolidation difficult to accom plish. For this reason, in the 1954 Census, each lease department was treated as a separate establishment and wa classified in accordance with the kind of business it con ducted. For example, in the 1954 tabulations a leased de partment selling apparel would be classified as an appare store even though it was located in a department store or in store classified in some kind of business other than apparel It also should be noted that in the 1954 classifications, th procedure which separated the leased department from th main store could affect the kind-of-business code assigned t the main store because that code did not take into account th lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business pub lications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

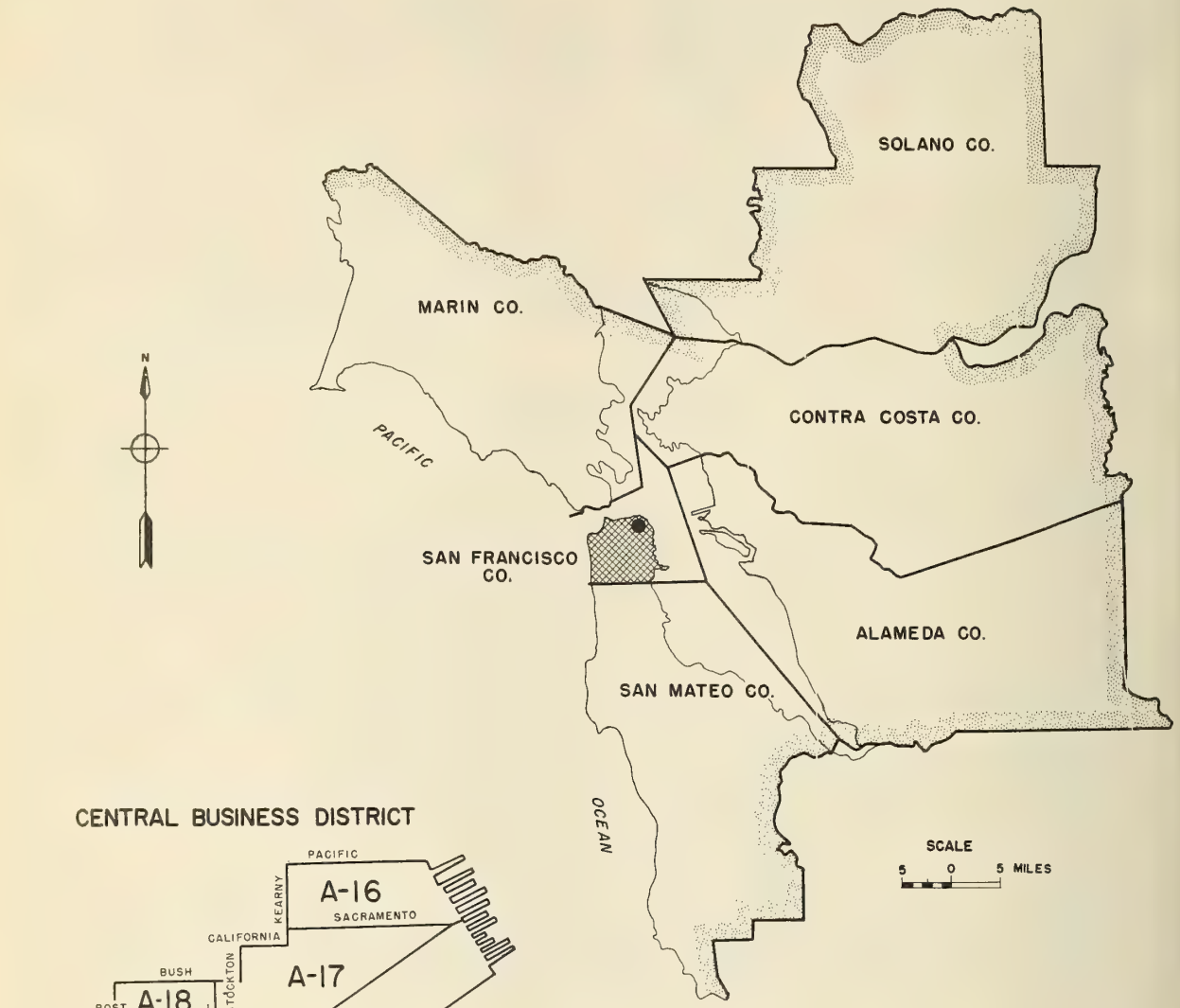
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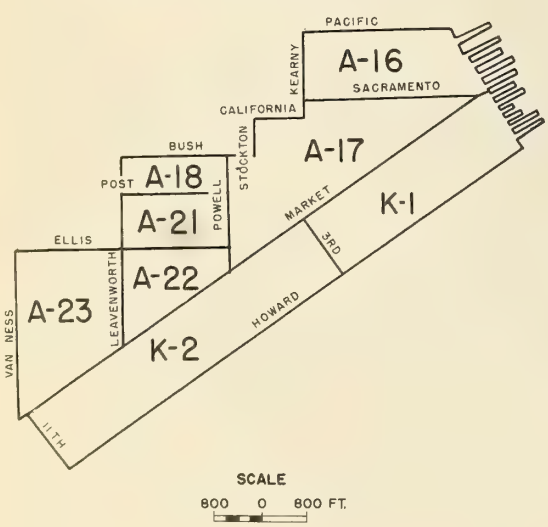
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SAN FRANCISCO, CALIFORNIA CENTRAL BUSINESS DISTRICT

SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- AREA OF CITY
- STANDARD METROPOLITAN AREA
- A-16 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,360	410,336	82,801	2,620	407,597	77,565
Food stores	182	22,125	2,345	184	21,212	1,961
Eating, drinking places	858	78,979	24,623	939	69,911	20,292
Eating places	523	59,553	20,760	559	51,583	15,899
Drinking places	333	19,402	3,863	380	18,328	4,393
General merchandise group	39	114,947	23,439	43	107,663	18,459
Department stores	7	105,418	20,987	7	97,925	16,809
Variety stores	8	7,726	2,192	13	6,518	1,343
General merchandise stores, n.e.c.	24	1,803	260	23	3,220	307
Apparel, accessories stores	369	75,437	13,491	422	83,430	15,063
Shoe stores	58	10,586	1,963	48	11,614	2,143
Men's, boys' clothing and furnishings stores[3]	65	16,296	2,735	75	19,468	3,123
Family clothing stores[3]	12	10,970	1,863	14	12,508	1,589
Women's clothing, specialty stores	115	29,820	5,741	128	32,319	6,665
Ready-to-wear stores[3]	48	26,027	5,181	59	30,335	6,380
All other apparel stores	96	7,163	1,189	129	6,923	1,543
Furniture, home furnishings, appliance dealers	93	30,330	5,275	100	36,683	7,726
Furniture stores[3]	35	19,325	3,695	29	22,569	5,251
Other home furnishings stores[3]	21	4,928	871	35	7,043	1,457
Household appliance, radio, TV stores	25	5,865	709	31	6,301	1,018
Automotive group	33	16,591	1,931	24	17,450	1,734
Passenger car dealers (franchised & nonfranchised)	21	13,750	1,355	12	14,877	1,282
Tire, battery, accessory dealers	11	(D)	(D)	10	(D)	(D)
Other automotive dealers	1	(D)	(D)	2	(D)	(D)
Gasoline service stations	63	6,257	1,254	50	5,987	1,176
Lumber, building materials, hardware, farm equip. dealers	26	2,974	358	26	2,000	249
Hardware stores	11	1,499	181	11	1,130	145
Other	15	1,475	177	15	870	104
Drug stores, proprietary stores	54	10,520	1,624	71	11,602	2,148
Other retail stores[4]	643	52,176	8,461	761	51,659	8,757
Liquor stores	62	5,684	430	83	5,301	344
Jewelry stores	104	11,310	1,723	106	10,045	1,410
Book, stationery stores	61	6,039	1,023	53	5,499	1,140
Sporting goods, bicycle stores	19	2,558	290	10	1,300	195
Florists	24	1,628	342	27	2,218	468
Music stores	19	3,358	215	22	4,711	1,237
Camera, photographic supply stores	19	3,735	479	15	2,501	344
SELECTED SERVICE TRADES						
Hotels	231	32,997	13,602	302	33,506	11,995
Motion picture theaters	23	8,696	1,783	24	7,177	1,457

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SAN FRANCISCO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	9,588	1,154,020	170,242	9,845	1,023,713	150,605
Food stores	2,323	257,052	19,579	2,341	213,760	14,563
Eating, drinking places	2,602	167,260	45,446	2,606	143,347	37,143
Eating places	1,640	123,559	37,309	1,537	99,240	28,219
Drinking places	956	43,659	8,137	1,069	44,107	8,924
General merchandise group	230	167,134	31,158	220	146,115	25,359
Department stores	13	145,025	26,916	11	125,161	22,131
Variety stores	101	16,171	3,624	119	14,115	2,636
General merchandise stores, n.e.c	116	5,938	618	90	6,839	592
Apparel, accessories stores	789	113,449	19,640	946	120,291	20,174
Shoe stores	121	15,354	2,626	119	15,733	2,593
Men's, boys' clothing and furnishings stores[3]	132	22,897	3,544	123	24,282	3,603
Family clothing stores[3]	34	13,727	2,240	37	14,642	1,812
Women's clothing, specialty stores	283	50,938	9,719	356	54,378	10,344
Ready-to-wear stores[3]	118	45,023	8,981	168	50,422	9,935
All other apparel stores	177	9,819	1,511	228	9,529	1,822
Furniture, home furnishings, appliance dealers	546	76,312	11,549	533	74,553	13,053
Furniture stores[3]	133	40,987	7,096	112	42,734	8,291
Other home furnishings stores	111	14,984	2,067	108	12,137	2,452
Household appliance, radio, TV stores	190	18,167	2,386	198	16,817	2,310
Automotive group	225	165,399	17,850	221	133,733	14,142
Passenger car dealers (franchised & nonfranchised)	144	153,978	15,794	146	120,122	11,779
Tire, battery, accessory dealers	61	9,256	1,782	60	10,308	1,794
Other automotive dealers	18	(D)	(D)	15	3,303	569
Gasoline service stations	540	45,682	5,199	543	32,245	3,995
Lumber, building materials, hardware, farm equip. dealers	250	24,638	2,418	248	30,180	3,870
Hardware stores	126	7,472	718	133	7,928	761
Other	124	17,166	1,700	115	22,252	3,109
Drug stores, proprietary stores	299	32,922	4,388	338	31,562	4,470
Other retail stores[4]	1,784	104,172	13,015	1,849	97,927	13,836
Liquor stores	323	26,753	1,437	326	21,614	1,073
Jewelry stores	189	17,024	2,504	198	14,116	1,792
Book, stationery stores	134	9,175	1,407	109	9,474	1,860
Sporting goods, bicycle stores	49	(D)	(D)	51	2,414	286
Florists	119	4,710	821	121	4,500	751
Music stores	59	4,034	514	65	6,034	1,357
Camera, photographic supply stores	32	4,531	541	37	3,290	386
SELECTED SERVICE TRADES						
Hotels	463	48,787	19,066	521	46,596	15,993
Motion picture theaters	72	14,675	3,189	77	14,037	2,508

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 457 such establishments with sales of $18,201.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	25,366	2,958,649	378,568	24,125	2,300,684	296,834
Food stores	5,778	767,719	57,688	5,663	571,955	38,384
Eating, drinking places	5,942	318,891	79,764	5,910	262,663	63,228
Eating places	3,814	225,533	62,797	3,516	172,583	45,587
Drinking places	2,110	93,148	16,967	2,394	90,080	17,641
General merchandise group	779	336,177	56,837	649	(D)	(D)
Department stores	39	252,977	44,552	32	(D)	(D)
Variety stores	431	48,333	8,569	381	36,574	6,066
General merchandise stores, n.e.c.	303	34,607	3,716	236	25,984	2,755
Apparel, accessories stores	1,994	223,085	34,938	2,036	209,226	31,721
Shoe stores	373	38,039	5,749	293	30,319	4,523
Men's, boys' clothing and furnishings stores[3]	286	47,343	7,190	270	45,295	6,348
Family clothing stores[3]	88	25,842	4,023	95	25,709	3,437
Women's clothing, specialty stores	796	93,259	15,606	818	90,108	14,973
Ready-to-wear stores[3]	410	79,751	14,070	450	81,549	14,059
All other apparel stores	369	17,042	2,370	412	14,499	2,440
Furniture, home furnishings, appliance dealers	1,610	194,251	27,622	1,350	152,714	23,808
Furniture stores[3]	400	99,038	15,299	330	93,682	14,723
Other home furnishings stores[3]	282	30,127	4,440	224	19,443	3,563
Household appliance, radio, TV stores	656	59,798	7,883	557	41,381	5,522
Automotive group	1,010	471,767	49,725	925	331,844	35,527
Passenger car dealers (franchised & nonfranchised)	659	435,750	44,606	647	303,818	31,484
Tire, battery, accessory dealers	264	27,872	4,460	211	21,009	3,221
Other automotive dealers	81	(D)	(D)	67	7,017	822
Gasoline service stations	2,173	178,170	17,919	2,036	100,973	10,158
Lumber, building materials, hardware, farm equip. dealers	949	128,542	15,234	845	117,898	15,573
Hardware stores	399	33,479	3,899	381	30,153	3,410
Other	550	95,063	11,335	464	87,745	12,163
Drug stores, proprietary stores	775	94,680	12,303	777	73,017	9,567
Other retail stores[4]	4,356	245,367	26,538	3,934	(D)	(D)
Liquor stores	805	69,182	3,555	781	50,466	2,218
Jewelry stores	439	34,485	5,379	407	28,072	3,398
Book, stationery stores	248	16,544	2,552	183	15,255	2,777
Sporting goods, bicycle stores	199	11,754	1,029	180	6,814	598
Florists	284	9,983	1,502	277	8,209	1,174
Music stores	141	9,423	1,240	144	10,672	1,383
Camera, photographic supply stores	90	8,564	989	101	6,464	739
SELECTED SERVICE TRADES						
Hotels	661	58,000	22,201	765	56,655	18,910
Motion picture theaters	208	31,757	6,747	225	32,488	6,849

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,152 such establishments with sales of $61,698.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO, THE ENTIRE CITY, AND THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	0.7	12.7	20.7	28.6	34.6
Food stores	4.3	20.3	22.0	34.2	35.4
Eating, drinking places	13.0	16.7	20.2	21.4	24.5
Eating places	15.5	24.5	34.3	30.7	37.2
Drinking places	5.9	-1.0	-5.9	3.4	2.8
General merchandise group	6.8	14.4	35.7	(D)	(D)
Department stores	8.7	15.9	45.4	(D)	(D)
Variety stores	18.5	14.6	11.2	32.2	35.1
General merchandise stores, n.e.c.	-44.0	-13.2	14.3	33.2	44.1
Apparel, accessories stores	-9.6	-5.7	3.1	6.6	17.4
Shoe stores	-8.9	-2.4	15.8	25.5	46.8
Men's, boys' clothing and furnishings stores[3]	-16.3	-5.7	37.1	4.5	20.2
Family clothing stores[3]	-12.3	-6.3	29.2	0.5	12.7
Women's clothing, specialty stores	-7.7	-6.3	-4.3	3.5	9.8
Ready-to-wear stores[3]	-14.2	-10.7	-5.4	-2.2	4.9
All other apparel stores	3.5	3.0	1.9	17.5	30.4
Furniture, home furnishings, appliance dealers	-17.3	2.4	21.4	27.2	41.3
Furniture stores[3]	-14.4	-4.1	7.4	5.7	12.1
Other home furnishings stores[3]	-30.0	23.5	97.4	55.0	103.2
Household appliance, radio, TV stores	-6.9	8.0	17.0	44.5	53.7
Automotive group	-4.9	23.7	28.0	42.2	44.8
Passenger car dealers (franchised and nonfranchised)	-7.6	28.2	33.2	43.4	46.1
Tire, battery, accessory dealers	(D)	-10.2	(D)	32.7	34.0
Other automotive dealers	(D)	(D)	(D)	(D)	(D)
Gasoline service stations	4.5	41.7	49.5	76.5	81.0
Lumber, building materials, hardware, farm equip. dealers	48.7	-18.4	23.1	9.0	8.3
Hardware stores	32.7	- 5.8	-12.1	11.0	10.2
Other	69.5	-22.9	-26.6	8.3	7.7
Drug stores, proprietary stores	-9.3	4.3	12.2	29.7	37.0
Other retail stores[4]	1.0	6.4	12.4	(D)	(D)
Liquor stores	7.2	23.8	29.2	37.1	40.6
Jewelry stores	12.6	20.6	40.4	22.8	28.6
Book, stationery stores	9.8	-3.2	-21.1	8.4	91.0
Sporting goods, bicycle stores	96.8	(D)	(D)	72.5	66.8
Florists	-26.6	4.7	35.1	21.6	39.5
Music stores	-28.7	-33.2	115.6	-11.7	1.7
Camera, photographic supply stores	49.3	37.7	8.9	32.5	21.9
SELECTED SERVICE TRADES					
Hotels	-1.5	4.7	20.6	2.4	8.0
Motion picture theaters	21.2	4.5	-12.8	-2.3	-8.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SAN FRANCISCO CITY AND OF SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	35.6	39.8	13.9	17.7
Food stores	8.6	9.9	2.9	3.7
Eating, drinking places	47.2	48.8	24.8	26.6
Eating places	48.2	52.0	26.4	29.9
Drinking places	44.4	41.6	20.8	20.3
General merchandise group	68.8	73.7	34.2	(D)
Department stores	72.7	78.2	41.7	(D)
Variety stores	47.8	46.2	16.0	17.8
General merchandise stores, n.e.c	30.4	47.1	5.2	12.4
Apparel, accessories stores	66.5	69.4	33.8	39.9
Shoe stores	68.9	73.8	27.8	38.3
Men's, boys' clothing and furnishings stores[2]	71.2	80.2	34.4	43.0
Family clothing stores[2]	79.9	85.4	42.5	48.7
Women's clothing, specialty stores	58.5	59.4	32.0	35.9
Ready-to-wear stores[2]	57.8	60.2	32.6	37.2
All other apparel stores	73.0	72.7	42.0	47.7
Furniture, home furnishings, appliance dealers	39.7	49.2	15.6	24.0
Furniture stores[2]	47.1	52.8	19.5	24.1
Other home furnishings stores	32.9	58.0	16.4	36.2
Household appliance, radio, TV stores	32.3	37.5	9.8	15.2
Automotive group	10.0	13.0	3.5	5.3
Passenger car dealers (franchised and nonfranchised)	8.9	12.4	3.2	4.9
Tire, battery, accessory dealers	(D)	19.8	8.8	9.7
Other automotive dealers	(D)	(D)	(D)	(D)
Gasoline service stations	13.7	18.6	3.5	5.9
Lumber, building materials, hardware, farm equip. dealers	12.1	6.6	2.3	1.7
Hardware stores	20.1	14.3	4.5	3.7
Other	8.6	96.1	1.6	1.0
Drug stores, proprietary stores[3]	32.0	36.8	11.1	15.9
Other retail stores	50.1	52.8	21.3	(D)
Liquor stores	21.2	24.5	8.2	10.5
Jewelry stores	66.4	71.2	32.8	35.8
Book, stationery stores	65.8	58.0	36.5	36.0
Sporting goods, bicycle stores	(D)	53.9	21.8	19.1
Florists	34.6	49.3	16.3	27.0
Music stores	83.2	78.1	35.6	44.1
Camera, photographic supply stores	82.4	76.0	43.6	38.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO, THE ENTIRE CITY, AND THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA
(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	5.4	5.2	22.3	20.8	25.9	24.9
Eating, drinking places	19.2	17.2	14.5	14.0	10.8	11.4
Eating places	14.5	12.7	10.7	9.7	7.6	7.5
Drinking places	4.7	4.5	3.8	4.3	3.2	3.9
General merchandise group	28.0	26.4	14.5	14.3	11.4	(D)
Department stores	25.7	24.0	12.6	12.2	8.6	(D)
Variety stores	1.9	1.6	1.4	1.4	1.6	1.6
General merchandise stores, n.e.c	0.4	0.8	0.5	0.7	1.2	1.1
Apparel, accessories stores	18.4	20.4	9.8	11.8	7.6	9.1
Shoe stores	2.6	2.8	1.3	1.6	1.3	1.3
Men's, boys' clothing and furnishings stores[1]	4.0	4.7	2.0	2.5	1.6	2.0
Family clothing stores[1]	2.7	3.1	1.2	1.5	0.9	1.1
Women's clothing, specialty stores	7.4	8.0	4.4	5.3	3.2	3.9
Ready-to-wear stores[1]	6.3	7.5	3.9	4.9	2.7	3.5
All other apparel stores	1.7	1.8	0.9	0.9	0.6	0.6
Furniture, home furnishings, appliance dealers	7.4	9.0	6.6	7.3	6.6	6.6
Furniture stores[1]	4.8	5.7	3.7	4.3	3.3	4.1
Other home furnishings stores	1.2	1.8	1.3	1.3	1.3	0.8
Household appliance, radio, TV stores	1.4	1.5	1.6	1.7	2.0	1.7
Automotive group	4.0	4.3	14.3	13.1	15.9	14.4
Passenger car dealers (franchised and nonfranchised)	3.4	3.6	13.3	11.7	14.7	13.2
Tire, battery, accessory dealers	(D)	(D)	0.8	1.1	0.9	0.9
Other automotive dealers	(D)	(D)	(D)	0.3	(D)	0.3
Gasoline service stations	1.5	1.5	4.0	3.1	6.0	4.4
Lumber, building materials, hardware, farm equipment dealers	0.7	0.5	2.1	2.9	4.3	5.1
Hardware stores	0.4	0.3	0.6	0.8	1.1	1.3
Other	0.3	0.2	1.5	2.1	3.2	3.8
Drug stores, proprietary stores	2.6	2.8	2.9	3.1	3.2	3.2
Other retail stores[2]	12.8	12.7	9.0	9.6	8.3	(D)
Liquor stores	1.4	1.3	2.3	2.1	2.3	2.2
Jewelry stores	2.8	2.5	1.5	1.4	1.2	1.2
Book, stationery stores	1.5	1.3	0.8	0.9	0.6	0.7
Sporting goods, bicycle stores	0.6	0.3	(D)	0.2	0.4	0.3
Florists	0.4	0.5	0.4	0.4	0.3	0.4
Music stores	0.8	1.2	0.3	0.6	0.3	0.5
Camera, photographic supply stores	0.9	0.6	0.4	0.3	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD–30

CENTRAL BUSINESS DISTRICT STATISTICS



Newark, New Jersey

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** Unit States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishmen Single Units and Multiunits, Legal Form of Organization, M chandise Inventories, Credit Sales, etc. (Most chapters also separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** Uni States summary and separate chapters for each State, the Distr of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; w cross classifications by kind of business for standard metropoli areas, and for counties and cities with 500 or more retail establi ments. (Chapters also are separate reports in bulletin series R–

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTI** United States summary and separate chapters, of statistics cla fied by kind of business and geographic areas, for: Size of Wh sale Establishments, Credit Sales, Warehouse Space, Commod Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTI** United States summary and separate chapters for each State, District of Columbia, Alaska, and Hawaii, of statistics by count cities, and standard metropolitan areas, and by kind of busine with cross classifications by kind of business for standard me politan areas, and for counties and cities with 100 or more wh sale establishments. (Chapters also are separate reports bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMA STATISTICS.** United States summary and separate chapter statistics classified by kind of business and geographic areas, Receipts Size of Establishments, Employment Size of Establ ments, Legal Form of Organization, Single Units and Multiu Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STA TICS.** United States summary and separate chapters for e State, the District of Columbia, Alaska, and Hawaii, of statis by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are sepa reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETIN Establishments, sales or receipts, and payroll for retail tr hotels, and theaters, for the central business district of eac selected large cities with comparable city and standard me politan area data.

TRADE BULLETINS.—Primarily a reorganization of busi data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-30—Newark, N. J.
Washington, D. C., 1956

For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Comm
Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

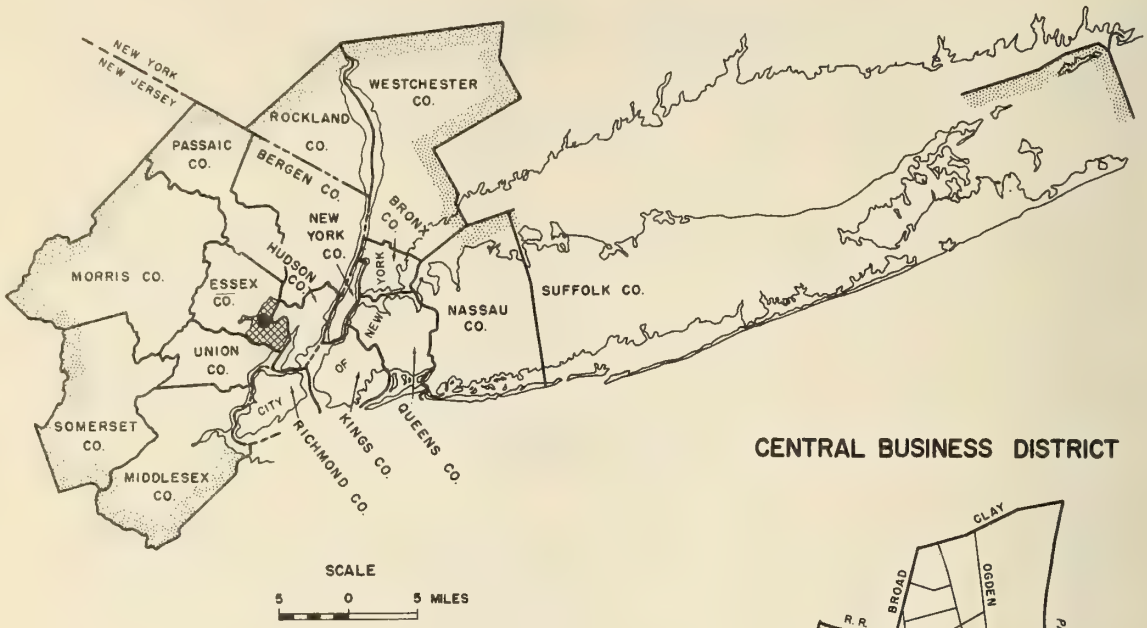
Newark, New Jersey

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NEWARK, NEW JERSEY CENTRAL BUSINESS DISTRICT

NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA



CENTRAL BUSINESS DISTRICT





- CENTRAL BUSINESS DISTRICT
- AREA OF CITY
- STANDARD METROPOLITAN AREA
- 80 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF NEWARK

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,053	279,694	43,733	1,270	270,474	42,262
Food stores	87	18,632	1,290	129	15,027	1,086
Eating, drinking places	309	24,994	5,960	358	24,589	5,929
Eating places	186	17,495	4,356	215	17,637	4,353
Drinking places	123	7,499	1,604	143	6,952	1,576
General merchandise group	19	100,635	18,818	30	112,852	20,138
Department stores	3	(D)	(D)	4	(D)	(D)
Variety stores	5	9,067	1,880	5	8,868	1,404
General merchandise stores, n.e.c	11	(D)	(D)	21	(D)	(D)
Apparel, accessories stores	231	69,518	9,014	268	53,163	7,045
Shoe stores	58	7,539	958	57	7,378	938
Men's, boys' clothing and furnishings stores[3]	63	16,580	2,655	78	14,796	2,084
Family clothing stores[3]	12	29,563	2,987	7	17,866	2,148
Women's clothing, specialty stores	65	12,938	2,004	72	10,222	1,280
Ready-to-wear stores[3]	37	10,518	1,734	34	7,733	1,055
All other apparel stores	33	2,898	410	50	2,818	595
Furniture, home furnishings, appliance dealers	66	15,439	2,251	72	15,462	2,049
Furniture stores[3]	21	5,494	827	25	6,617	1,061
Other home furnishings stores	16	2,423	472	24	2,445	395
Household appliance, radio, TV stores	23	7,478	952	22	6,397	593
Automotive group	14	19,431	2,022	27	17,961	1,794
Passenger car dealers (franchised & nonfranchised)	9	18,592	1,870	11	16,489	1,592
Tire, battery, accessory dealers	3	(D)	(D)	14	(D)	(D)
Other automotive dealers	2	(D)	(D)	2	(D)	(D)
Gasoline service stations	23	1,308	215	32	1,125	121
Lumber, building materials, hardware, farm equip. dealers	20	2,194	287	31	2,060	292
Hardware stores	11	764	91	15	747	79
Other	9	1,430	196	16	1,313	213
Drug stores, proprietary stores	24	3,411	534	21	3,757	488
Other retail stores[4]	260	24,132	3,342	302	24,478	3,320
Liquor stores	18	2,018	202	14	1,067	127
Jewelry stores	55	7,022	1,060	49	8,183	1,231
Book, stationery stores	19	1,360	233	19	1,332	215
Sporting goods, bicycle stores	5	672	73	5	238	24
Florists	7	447	105	11	425	83
Music stores	10	1,601	325	14	1,978	296
Camera, photographic supply stores	5	1,769	225	6	1,087	128
SELECTED SERVICE TRADES						
Hotels	18	3,308	1,254	21	3,044	1,000
Motion picture theaters	12	4,215	977	17	5,060	1,084

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF NEWARK

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,685	639,078	78,712	6,674	561,983	69,963
Food stores	1,644	125,871	7,660	2,196	108,695	6,868
Eating, drinking places	1,447	75,749	14,582	1,579	62,059	11,628
Eating places	681	42,600	9,677	751	34,559	7,342
Drinking places	766	33,149	4,905	828	27,500	4,286
General merchandise group	176	114,328	20,748	179	125,071	22,036
Department stores	4	98,083	18,123	5	108,793	19,575
Variety stores	43	11,670	2,288	42	11,633	1,823
General merchandise stores, n.e.c	127	(D)	337	132	4,645	638
Apparel, accessories stores	559	87,954	11,019	664	70,602	8,443
Shoe stores	120	10,747	1,340	115	10,171	1,202
Men's, boys' clothing and furnishings stores[3]	86	18,169	2,835	99	15,521	2,220
Family clothing stores[3]	26	31,500	3,192	27	21,126	2,339
Women's clothing, specialty stores	208	22,012	2,970	248	16,667	1,821
Ready-to-wear stores[3]	115	16,905	2,485	101	11,798	1,485
All other apparel stores	93	4,968	682	121	5,287	861
Furniture, home furnishings, appliance dealers	302	44,828	6,250	315	40,072	4,989
Furniture stores[3]	85	19,614	3,081	82	17,218	2,619
Other home furnishings stores[3]	75	9,184	1,626	74	6,804	1,272
Household appliance, radio, TV stores	82	15,168	1,543	92	13,845	1,098
Automotive group	116	80,681	7,346	123	57,285	5,474
Passenger car dealers (franchised & nonfranchised)	61	73,718	6,253	57	50,490	4,694
Tire, battery, accessory dealers	49	6,345	980	61	4,815	592
Other automotive dealers	6	618	113	5	1,980	188
Gasoline service stations	279	18,770	1,504	297	11,466	1,144
Lumber, building materials, hardware, farm equip. dealers	156	16,073	1,462	197	12,410	1,570
Hardware stores	82	3,414	266	99	(D)	(D)
Other	72	12,645	1,196	98	(D)	(D)
Drug stores, proprietary stores	175	14,333	1,660	188	15,036	1,571
Other retail stores[4]	831	60,491	6,481	936	59,287	6,240
Liquor stores	119	11,293	830	129	8,658	603
Jewelry stores	88	7,646	1,088	78	8,951	1,355
Book, stationery stores	49	2,690	327	32	2,295	388
Sporting goods, bicycle stores	15	1,100	87	17	413	30
Florists	60	1,868	291	63	1,505	209
Music stores	28	2,059	345	32	2,446	334
Camera, photographic supply stores	5	1,769	225	10	1,251	145
SELECTED SERVICE TRADES						
Hotels	26	6,008	2,281	35	5,943	2,193
Motion picture theaters	28	5,925	1,498	41	8,200	1,843

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 370 such establishments with sales of $21,893,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	148,694	15,425,091	1,810,456	161,695	12,308,614	1,421,163
Food stores	42,399	4,213,112	305,487	52,481	3,322,842	213,442
Eating, drinking places	29,418	1,792,099	382,180	30,780	1,534,222	317,383
Eating places	17,470	1,281,065	295,454	16,444	1,013,776	225,784
Drinking places	11,910	510,342	86,726	14,336	520,446	91,599
General merchandise group	5,316	1,390,732	229,381	4,815	1,270,841	212,853
Department stores	87	931,428	161,341	77	934,801	166,806
Variety stores	1,153	249,749	44,705	1,233	198,723	32,769
General merchandise stores, n.e.c	3,998	208,213	23,335	3,505	137,317	13,278
Apparel, accessories stores	16,822	1,812,965	253,452	17,649	1,656,043	225,956
Shoe stores	2,798	256,011	34,588	2,611	223,764	27,293
Men's, boys' clothing and furnishings stores[3]	2,453	388,710	57,673	2,343	319,056	44,637
Family clothing stores[3]	485	234,561	28,117	530	344,514	49,009
Women's clothing, specialty stores	7,383	754,965	109,416	7,903	599,817	81,182
Ready-to-wear stores[3]	3,196	551,201	84,792	3,067	444,398	67,410
All other apparel stores	2,709	156,788	23,658	2,631	141,190	23,835
Furniture, home furnishings, appliance dealers	8,604	984,017	121,536	8,337	778,233	87,646
Furniture stores[3]	1,929	368,153	53,029	1,510	243,682	33,778
Other home furnishings stores	2,492	203,577	31,811	2,002	135,606	23,996
Household appliance, radio, TV stores	2,453	381,529	36,696	2,798	336,526	29,872
Automotive group	3,679	1,866,183	164,585	3,769	1,162,689	103,195
Passenger car dealers (franchised & nonfranchised)	2,542	1,758,549	150,352	2,561	1,080,986	92,988
Tire, battery, accessory dealers	905	84,097	12,019	1,022	65,651	8,802
Other automotive dealers	214	(D)	2,214	186	16,052	1,405
Gasoline service stations	7,907	562,425	49,321	8,693	339,168	30,513
Lumber, building materials, hardware, farm equip. dealers	5,332	693,106	79,978	4,903	451,549	50,639
Hardware stores	2,461	179,130	21,995	2,360	131,256	13,915
Other	2,837	513,376	57,983	2,543	320,293	36,724
Drug stores, proprietary stores	5,356	403,123	52,078	5,548	328,465	39,795
Other retail stores[4]	23,861	1,707,329	172,458	24,720	1,464,562	139,741
Liquor stores	3,531	358,978	24,126	3,838	304,299	18,410
Jewelry stores	2,101	133,360	18,880	1,712	122,723	18,253
Book, stationery stores	2,203	123,509	13,124	1,253	73,610	9,867
Sporting goods, bicycle stores	729	39,401	3,751	605	33,992	3,897
Florists	1,611	56,155	9,590	1,695	46,626	6,781
Music stores	536	37,658	5,877	580	26,672	3,702
Camera, photographic supply stores	380	49,471	4,803	427	43,585	4,460
SELECTED SERVICE TRADES						
Hotels	845	336,457	122,237	987	302,934	106,032
Motion picture theaters	752	163,005	37,894	931	189,342	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 9,751 such establishments with sales of $490,195,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF NEWARK, THE ENTIRE CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	3.4	13.7	23.3	25.3	25.8
Food stores	24.0	15.8	14.5	26.8	26.8
Eating, drinking places	1.6	22.1	35.5	16.8	17.1
Eating places	-0.8	23.3	48.4	26.4	26.8
Drinking places	7.9	20.5	24.8	-2.0	-2.1
General merchandise group	-10.8	-8.6	15.3	9.4	3.6
Department stores	(D)	-9.9	(D)	-0.4	(D)
Variety stores	2.2	0.3	7.3	25.7	26.8
General merchandise stores, n.e.c.	(D)	(D)	(D)	51.6	(D)
Apparel, accessories stores	30.8	24.6	5.7	9.5	8.8
Shoe stores	-2.2	5.7	14.9	14.4	14.8
Men's, boys' clothing and furnishings stores[3]	12.1	17.1	119.2	21.8	22.3
Family clothing stores[3]	65.5	49.1	-40.6	-31.9	-37.3
Women's clothing, specialty stores	26.6	32.1	40.8	25.9	25.9
Ready-to-wear stores[3]	36.0	43.3	57.1	24.0	23.8
All other apparel stores	2.8	-6.0	-16.2	11.0	11.2
Furniture, home furnishings, appliance dealers	0.2	11.9	19.4	26.4	27.0
Furniture stores[3]	-17.0	13.9	33.2	51.1	53.0
Other home furnishings stores[3]	-0.9	35.0	55.1	50.1	51.1
Household appliance, radio, TV stores	16.9	9.6	3.2	13.4	13.3
Automotive group	8.2	40.8	55.8	60.5	61.3
Passenger car dealers (franchised and nonfranchised)	12.8	46.0	62.1	62.7	63.5
Tire, battery, accessory dealers	(D)	31.8	(D)	28.1	(D)
Other automotive dealers	(D)	-68.8	(D)	(D)	(D)
Gasoline service stations	16.3	63.7	68.9	65.8	66.0
Lumber, building materials, hardware, farm equip. dealers	6.5	29.5	34.1	53.5	53.7
Hardware stores	2.3	(D)	(D)	36.5	36.7
Other	8.9	(D)	(D)	60.3	60.5
Drug stores, proprietary stores	-9.2	-4.7	-3.2	22.7	23.1
Other retail stores[4]	-1.4	2.0	6.3	16.6	16.9
Liquor stores	89.1	30.4	22.2	18.0	17.7
Jewelry stores	-14.2	-14.6	-18.8	8.7	10.3
Book, stationery stores	2.1	17.2	257.5	67.8	69.0
Sporting goods, bicycle stores	182.4	166.3	144.6	15.9	14.7
Florists	5.2	24.1	31.6	20.4	20.6
Music stores	-19.1	-15.8	-2.1	41.2	46.0
Camera, photographic supply stores	62.7	41.4	...	13.5	12.2
SELECTED SERVICE TRADES					
Hotels	8.7	1.1	6.9	11.1	11.1
Motion picture theaters	-16.7	-27.8	-45.6	-13.9	-13.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NEWARK CITY AND OF NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	43.8	48.1	1.8	2.2
Food stores	14.8	13.8	0.4	0.5
Eating, drinking places	33.0	39.6	1.4	1.6
Eating places	41.1	51.0	1.4	1.7
Drinking places	22.6	25.3	1.5	1.3
General merchandise group	88.0	90.2	7.2	8.9
Department stores	(D)	(D)	(D)	(D)
Variety stores	77.7	76.2	3.6	4.5
General merchandise stores, n.e.c	(D)	(D)	(D)	(D)
Apparel, accessories stores	79.0	75.3	3.8	3.2
Shoe stores	70.1	72.5	2.9	3.3
Men's, boys' clothing and furnishings stores[2]	91.3	95.3	4.3	4.6
Family clothing stores[2]	93.9	84.6	12.6	5.2
Women's clothing, specialty stores	58.8	61.3	1.7	1.7
Ready-to-wear stores[2]	62.2	65.5	1.9	1.7
All other apparel stores	58.3	53.3	1.8	2.0
Furniture, home furnishings, appliance dealers	34.4	38.6	1.6	2.0
Furniture stores[2]	28.0	38.4	1.5	2.7
Other home furnishings stores[2]	26.4	35.9	1.2	1.8
Household appliance, radio, TV stores	49.3	46.2	2.0	1.9
Automotive group	24.1	31.4	1.0	1.5
Passenger car dealers (franchised and nonfranchised)	25.2	32.7	1.1	1.5
Tire, battery, accessory dealers	(D)	(D)	(D)	(D)
Other automotive dealers	(D)	(D)	(D)	(D)
Gasoline service stations	7.0	9.8	0.2	0.3
Lumber, building materials, hardware, farm equip. dealers	13.7	16.6	0.3	0.5
Hardware stores	22.4	(D)	0.4	0.6
Other	11.3	(D)	0.3	0.4
Drug stores, proprietary stores	23.8	25.0	0.8	1.1
Other retail stores[3]	39.9	41.3	1.4	1.7
Liquor stores	17.9	12.3	0.6	0.4
Jewelry stores	91.8	91.4	5.3	6.7
Book, stationery stores	50.6	58.0	1.1	1.8
Sporting goods, bicycle stores	61.1	57.6	1.7	0.7
Florists	23.9	28.2	0.8	0.9
Music stores	77.8	80.9	4.3	7.4
Camera, photographic supply stores	100.0	86.9	3.6	2.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NEWARK, THE ENTIRE CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA
(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	6.7	5.6	19.7	19.3	27.3	27.0
Eating, drinking places	8.9	9.1	11.9	11.0	11.6	12.5
Eating places	6.2	6.5	6.7	6.2	8.3	8.3
Drinking places	2.7	2.6	5.2	4.8	3.3	4.2
General merchandise group	36.0	41.7	17.9	22.3	9.0	10.3
Department stores	(D)	(D)	15.3	19.4	6.1	7.6
Variety stores	3.2	3.3	1.8	2.1	1.6	1.6
General merchandise stores, n.e.c	(D)	(D)	(D)	0.8	1.3	1.1
Apparel, accessories stores	24.9	19.7	13.8	12.6	11.8	13.5
Shoe stores	2.7	2.7	1.7	1.8	1.7	1.8
Men's, boys' clothing and furnishings stores[1]	5.9	5.5	2.8	2.9	2.6	2.7
Family clothing stores[1]	10.7	6.6	5.0	3.9	1.5	2.9
Women's clothing, specialty stores	4.6	3.9	3.5	3.1	5.0	5.0
Ready-to-wear stores[1]	3.8	2.8	2.6	2.1	3.6	3.6
All other apparel stores	1.0	1.0	0.8	0.9	1.0	1.1
Furniture, home furnishings, appliance dealers	5.5	5.7	7.0	7.1	6.4	6.3
Furniture stores[1]	2.0	2.4	3.1	3.2	2.5	2.3
Other home furnishings stores[1]	0.9	0.9	1.4	1.3	1.3	1.2
Household appliance, radio, TV stores	2.6	2.4	2.5	2.6	2.6	2.8
Automotive group	6.9	6.6	12.6	10.3	12.1	9.4
Passenger car dealers (franchised and nonfranchised)	6.6	6.1	11.5	9.0	11.4	8.8
Tire, battery, accessory dealers	(D)	(D)	1.0	0.9	0.5	0.5
Other automotive dealers	(D)	(D)	0.1	0.4	(D)	0.1
Gasoline service stations	0.5	0.4	2.9	2.0	3.6	2.8
Lumber, building materials, hardware, farm equipment dealers	0.8	0.8	2.5	2.2	4.5	3.7
Hardware stores	0.3	0.3	0.5	(D)	1.2	1.1
Other	0.5	0.5	2.0	(D)	3.3	2.6
Drug stores, proprietary stores	1.2	1.4	2.2	2.7	2.6	2.6
Other retail stores[2]	8.6	9.0	9.5	10.5	11.1	11.9
Liquor stores	0.7	0.4	1.8	1.5	2.3	2.5
Jewelry stores	2.5	3.0	1.2	1.6	0.9	1.0
Book, stationery stores	0.5	0.5	0.4	0.4	0.8	0.6
Sporting goods, bicycle stores	0.2	0.1	0.2	0.7	0.3	0.3
Florists	0.2	0.2	0.3	0.3	0.4	0.4
Music stores	0.6	0.7	0.3	0.4	0.2	0.2
Camera, photographic supply stores	0.6	0.4	0.3	0.2	0.3	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—31

CENTRAL BUSINESS DISTRICT STATISTICS



Portland, Oregon

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishment, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 25 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS. Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-31--Portland, Ore.
Washington, D. C., 1956

For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Commerce
Price, 10 cents

U. S. DEPARTMENT OF COMMERCE
Bureau of the Census
Washington 25, D. C.

Census of Business: 1954—Central Business District Statistics

ERRATA SHEET FOR BULLETIN CBD-31, PORTLAND, OREGON

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF PORTLAND, OREGON

Establishments, Sales, and Annual Payroll, by kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
Retail stores, total.....from...	4,956	631,792	79,026			
to...	4,973	629,914	78,894			
Food stores.....from...	1,020	151,517	10,812			
to...	1,037	149,639	10,680			

PORTLAND, OREGON

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
PORTLAND STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
Retail stores, total.....from...	7,585	874,446	101,920			
to...	7,602	872,568	101,781			
Food stores.....from...	1,550	223,364	15,474			
to...	1,567	221,486	15,342			

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF PORTLAND, THE ENTIRE CITY, AND THE PORTLAND STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
Retail stores, total[2].....from...		18.7	30.0	20.3	28.2
to...		18.3	29.6	20.0	27.9
Food stores.....from...		41.7	51.6	35.2	40.7
to...		39.9	49.6	34.1	39.5

(over)

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PORTLAND CITY AND OF PORTLAND STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1].....from...	28.8			
to...	28.9			
Food stores.....from...	7.6			
to...	7.7			

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS CENTRAL BUSINESS DISTRICT OF PORTLAND, THE ENTIRE CITY, AND THE PORTLAND STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Food stores.....from...			24.0		25.5	
to...			23.8		25.4	
General merchandise group.....from...			17.0			
to...			17.1			
Apparel, accessories stores.....from...			5.0			
to...			6.0			
Automotive group.....from...					17.7	
to...					17.8	
Other automotive dealers.....from...					0.9	
to...					1.0	

Comm-DC

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) program. In their work on the CBD's, the Census Tract committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristic gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration method it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Portland, Oregon

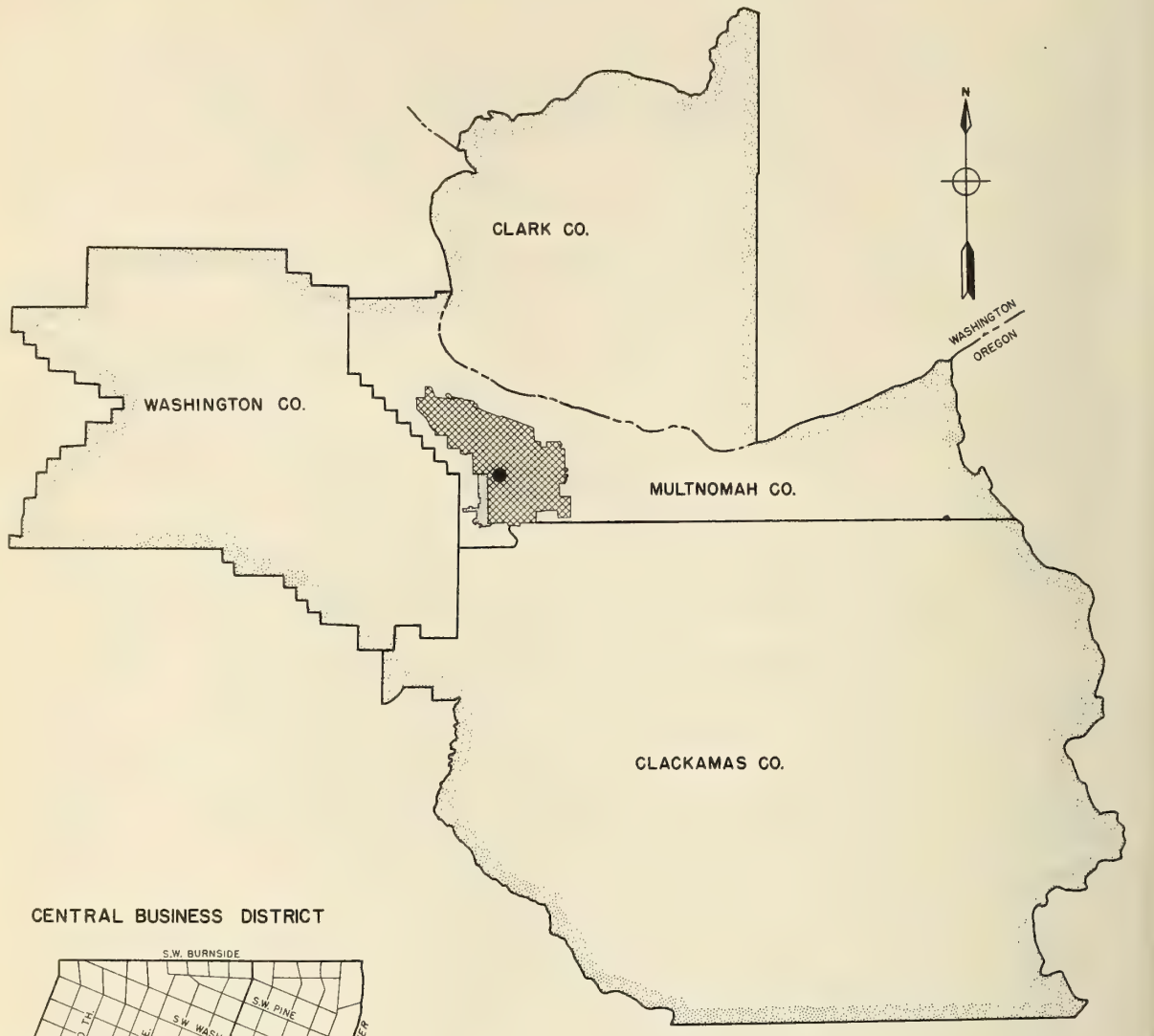
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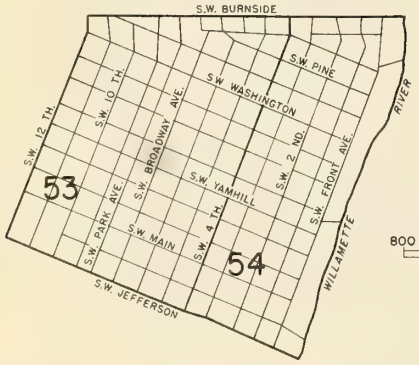
PORTLAND, OREGON

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



SCALE
800 0 800 FT.

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- 53 TRACT NUMBER
- STATE LINE

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF PORTLAND

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	878	181,851	31,561	949	186,662	23,027
Food stores	114	11,533	1,161	122	14,625	1,231
Eating, drinking places	211	16,620	5,020	236	15,886	4,643
Eating places	154	13,311	4,219	168	13,068	3,916
Drinking places	56	3,309	801	68	2,818	727
General merchandise group	19	80,346	13,788	16	81,747	6,347
Department stores	5	69,331	12,084	5	72,128	4,919
Variety stores	8	6,870	1,222	6	(D)	(D)
General merchandise stores, n.e.c	6	4,145	482	5	(D)	(D)
Apparel, accessories stores	166	30,957	5,157	170	29,926	4,139
Shoe stores	43	6,714	1,004	36	5,159	598
Men's, boys' clothing and furnishings stores[3]	33	7,694	1,319	38	9,256	1,341
Family clothing stores[3]	3	(D)	(D)	2	(D)	(D)
Women's clothing, specialty stores	53	14,521	2,560	52	12,873	1,771
Ready-to-wear stores[3]	28	12,494	2,230	27	12,138	1,684
All other apparel stores	25	1,310	227	33	2,001	379
Furniture, home furnishings, appliance dealers	46	10,802	1,864	53	11,473	2,111
Furniture stores[3]	15	6,271	1,050	18	7,065	1,164
Other home furnishings stores	16	2,853	541	23	2,899	622
Household appliance, radio, TV stores	8	1,678	273	11	1,477	325
Automotive group	4	588	85	4	(D)	(D)
Gasoline service stations	26	1,766	250	23	(D)	(D)
Lumber, building materials, hardware, farm equip. dealers	24	2,301	331	27	3,470	477
Hardware stores	11	1,328	221	12	1,510	169
Other	13	973	110	15	1,960	308
Drug stores, proprietary stores	29	5,078	782	33	4,795	769
Other retail stores[4]	239	21,860	3,123	265	22,719	3,012
Liquor stores	4	3,837	117	6	3,925	106
Jewelry stores	48	6,630	1,189	43	6,715	1,079
Book, stationery stores	19	1,598	292	11	1,036	247
Sporting goods, bicycle stores	13	704	90	7	571	62
Florists	15	838	201	20	1,188	274
Music stores	11	1,661	292	12	1,793	245
Camera, photographic supply stores	4	(D)	(D)	4	384	52
SELECTED SERVICE TRADES						
Hotels	82	9,081	3,255	83	7,393	2,618
Motion picture theaters	13	2,625	669	17	3,363	786

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF PORTLAND

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,956	631,792	79,026	4,477	532,498	59,089
Food stores	1,020	151,517	10,812	976	106,946	7,039
Eating, drinking places	1,171	52,935	12,676	1,117	41,437	10,068
Eating places	708	38,210	10,281	667	29,544	7,925
Drinking places	463	14,725	2,395	450	11,893	2,143
General merchandise group	143	107,525	17,929	123	(D)	(D)
Department stores	8	(D)	(D)	9	(D)	(D)
Variety stores	90	10,142	1,649	85	7,181	1,048
General merchandise stores, n.e.c	50	(D)	(D)	29	(D)	(D)
Apparel, accessories stores	304	37,494	5,872	280	33,647	4,503
Shoe stores	78	8,008	1,118	54	5,637	643
Men's, boys' clothing and furnishings stores[3]	46	(D)	(D)	53	10,214	1,403
Family clothing stores[3]	17	(D)	(D)	11	(D)	(D)
Women's clothing, specialty stores	100	16,382	2,751	84	(D)	(D)
Ready-to-wear stores[3]	52	13,973	2,409	50	13,404	1,744
All other apparel stores	41	1,731	292	62	(D)	(D)
Furniture, home furnishings, appliance dealers	274	30,396	4,227	218	28,036	4,166
Furniture stores[3]	63	(D)	(D)	64	14,381	2,021
Other home furnishings stores[3]	46	(D)	(D)	42	4,990	990
Household appliance, radio, TV stores	111	9,931	1,393	77	7,993	1,155
Automotive group	271	108,140	10,816	214	98,272	8,909
Passenger car dealers (franchised & nonfranchised)	191	(D)	9,572	156	88,488	7,701
Tire, battery, accessory dealers	44	5,046	724	37	5,364	928
Other automotive dealers	31	(D)	520	21	4,420	280
Gasoline service stations	603	34,037	3,285	536	21,642	2,003
Lumber, building materials, hardware, farm equip. dealers	253	29,524	4,086	226	29,289	4,667
Hardware stores	95	4,607	535	89	4,936	471
Other	158	24,917	3,551	137	24,353	4,196
Drug stores, proprietary stores	169	14,460	1,917	173	12,157	1,599
Other retail stores[4]	743	65,764	7,406	614	(D)	(D)
Liquor stores	27	(D)	569	25	14,792	475
Jewelry stores	89	7,457	1,259	71	7,335	1,139
Book, stationery stores	33	(D)	(D)	15	1,795	426
Sporting goods, bicycle stores	56	(D)	(D)	39	1,249	111
Florists	55	(D)	431	56	2,207	380
Music stores	21	2,191	355	24	2,136	272
Camera, photographic supply stores	10	792	90	10	610	63
SELECTED SERVICE TRADES						
Hotels	165	11,069	(D)	168	10,273	3,454
Motion picture theaters	45	4,316	1,022	48	[5]4,967	[5]1,090

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 349 such establishments with sales of $28,340,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
PORTLAND STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	7,585	874,446	101,920	7,094	726,905	75,956
Food stores	1,550	223,364	15,474	1,626	165,176	10,240
Eating, drinking places	1,687	67,873	15,394	1,640	55,135	12,603
Eating places	1,019	48,033	12,401	971	38,020	9,810
Drinking places	668	19,840	2,993	669	17,115	2,793
General merchandise group	280	120,802	19,336	239	(D)	(D)
Department stores	9	91,325	15,702	10	(D)	(D)
Variety stores	154	13,902	2,087	139	9,797	1,396
General merchandise stores, n.e.c.	117	15,575	1,547	90	14,836	1,508
Apparel, accessories stores	408	43,735	6,582	369	37,860	4,886
Shoe stores	100	9,157	1,253	67	6,259	706
Men's, boys' clothing and furnishings stores[3]	64	9,819	1,552	61	10,869	1,504
Family clothing stores[3]	24	3,578	415	16	1,953	225
Women's clothing, specialty stores	138	18,468	3,019	117	15,297	1,981
Ready-to-wear stores[3]	80	15,627	2,659	68	14,286	1,888
All other apparel stores	54	2,159	343	74	2,827	470
Furniture, home furnishings, appliance dealers	412	41,101	5,568	305	35,387	4,927
Furniture stores[3]	89	19,319	2,521	94	18,899	2,481
Other home furnishings stores[3]	61	5,781	1,097	47	5,053	995
Household appliance, radio, TV stores	196	14,733	1,950	118	10,574	1,451
Automotive group	405	154,965	15,635	364	130,512	12,361
Passenger car dealers (franchised & nonfranchised)	290	140,608	14,006	269	118,520	10,796
Tire, battery, accessory dealers	73	6,882	992	60	6,647	1,106
Other automotive dealers	40	7,435	637	35	5,345	459
Gasoline service stations	1,015	53,564	4,815	964	35,744	2,888
Lumber, building materials, hardware, farm equip. dealers	483	54,778	6,689	440	52,118	6,948
Hardware stores	170	10,075	1,104	152	9,534	906
Other	311	44,663	5,585	288	42,584	6,042
Drug stores, proprietary stores	241	22,682	3,024	242	17,711	2,201
Other retail stores[4]	1,104	91,582	9,403	905	(D)	(D)
Liquor stores	41	19,052	671	47	18,844	610
Jewelry stores	114	8,296	1,385	90	8,265	1,290
Book, stationery stores	37	2,940	570	18	1,981	441
Sporting goods, bicycle stores	82	4,090	397	64	1,843	130
Florists	90	2,871	497	73	2,516	418
Music stores	33	2,527	367	32	2,297	279
Camera, photographic supply stores	17	1,036	106	13	792	88
SELECTED SERVICE TRADES						
Hotels	180	11,610	4,077	189	11,077	3,744
Motion picture theaters	86	6,285	1,469	78	[5]6,033	[5]1,484

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 475 such establishments with sales of $30,322,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there was one drive-in theater in this Standard Metropolitan Area in 1948.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF PORTLAND, THE ENTIRE CITY, AND THE PORTLAND STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-2.6	18.7	30.0	20.3	28.2
Food stores	-21.2	41.7	51.6	35.2	40.7
Eating, drinking places	4.6	27.7	42.1	23.1	30.6
Eating places	1.9	29.3	51.1	26.3	39.2
Drinking places	7.4	23.8	25.8	15.9	15.6
General merchandise group	-1.8	(D)	(D)	(D)	(D)
Department stores	-3.9	(D)	(D)	(D)	(D)
Variety stores	(D)	41.2	(D)	41.9	(D)
General merchandise stores, n.e.c	(D)	(D)	(D)	5.0	(D)
Apparel, accessories stores	3.4	11.4	75.7	15.5	61.1
Shoe stores	30.1	42.1	170.7	46.3	122.1
Men's, boys' clothing and furnishings stores[3]	-16.9	(D)	(D)	9.7	31.7
Family clothing stores[3]	(D)	(D)	(D)	83.2	(D)
Women's clothing, specialty stores	12.8	(D)	(D)	20.7	62.8
Ready-to-wear stores[3]	2.9	4.2	16.8	9.4	45.9
All other apparel stores	-34.5	(D)	(D)	-23.6	2.8
Furniture, home furnishings, appliance dealers	-5.9	8.4	18.3	16.1	26.7
Furniture stores[3]	-11.2	(D)	(D)	2.2	10.3
Other home furnishings stores[3]	-5.0	(D)	(D)	14.4	40.5
Household appliance, radio, TV stores	13.6	24.2	26.7	39.3	43.5
Automotive group	(D)	10.0	(D)	18.7	(D)
Passenger car dealers (franchised and nonfranchised)	(NA)	(D)	(NA)	18.6	(NA)
Tire, battery, accessory dealers	(NA)	-5.9	(NA)	3.5	(NA)
Other automotive dealers	(NA)	(D)	(NA)	39.1	(NA)
Gasoline service stations	(D)	57.3	(D)	49.9	(D)
Lumber, building materials, hardware, farm equip. dealers	-33.7	0.8	5.4	5.1	7.9
Hardware stores	-12.1	-6.7	-4.3	5.7	9.0
Other	-50.4	2.3	6.9	4.9	7.5
Drug stores, proprietary stores	5.9	18.9	27.4	28.1	36.3
Other retail stores[4]	-3.8	(D)	(D)	(D)	(D)
Liquor stores	-2.3	(D)	(D)	(D)	(D)
Jewelry stores	-1.3	1.7	33.4	0.4	7.5
Book, stationery stores	-32.1	(D)	(D)	48.4	42.0
Sporting goods, bicycle stores	22.6	(D)	(D)	121.9	166.2
Florists	-29.5	(D)	(D)	14.1	53.1
Music stores	-7.4	2.6	54.5	-10.0	71.8
Camera, photographic supply stores	(D)	29.8	(D)	30.8	(D)
SELECTED SERVICE TRADES					
Hotels	22.8	7.7	-31.0	4.8	-31.4
Motion picture theaters	-21.9	-13.1	5.4	[5]4.2	[5]37.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there was one drive-in theater in this Standard Metropolitan Area in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PORTLAND CITY AND OF PORTLAND STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	28.8	35.1	20.8	25.7
Food stores	7.6	13.7	5.2	8.9
Eating, drinking places	31.4	38.3	24.5	28.8
Eating places	34.8	44.2	27.7	34.4
Drinking places	22.5	23.7	16.7	16.5
General merchandise group	74.7	(D)	66.5	(D)
Department stores	(D)	(D)	75.9	(D)
Variety stores	67.7	(D)	49.4	(D)
General merchandise stores, n.e.c.	(D)	(D)	26.6	(D)
Apparel, accessories stores	82.6	88.9	70.8	79.0
Shoe stores	83.8	91.5	73.3	82.4
Men's, boys' clothing and furnishings stores[2]	(D)	90.6	78.4	85.2
Family clothing stores[2]	(D)	(D)	(D)	(D)
Women's clothing, specialty stores	88.6	(D)	78.6	84.2
Ready-to-wear stores[2]	89.4	90.6	80.0	85.0
All other apparel stores	75.7	(D)	60.7	70.8
Furniture, home furnishings, appliance dealers	35.5	40.9	26.3	32.4
Furniture stores[2]	(D)	49.1	32.5	37.4
Other home furnishings stores[2]	(D)	58.1	47.6	57.4
Household appliance, radio, TV stores	16.9	18.5	11.4	14.0
Automotive group	0.5	1.0	(D)	(D)
Gasoline service stations	5.2	(D)	3.3	(D)
Lumber, building materials, hardware, farm equip. dealers	7.8	11.8	4.8	6.7
Hardware stores	28.8	30.6	13.2	15.8
Other	3.9	8.0	2.2	4.6
Drug stores, proprietary stores	35.1	39.4	22.3	27.1
Other retail stores[3]	33.2	(D)	23.9	(D)
Liquor stores	(D)	26.5	20.1	20.8
Jewelry stores	88.9	91.5	80.8	81.2
Book, stationery stores	(D)	57.7	54.4	52.3
Sporting goods, bicycle stores	(D)	45.7	17.2	31.0
Florists	(D)	53.8	29.2	47.2
Music stores	75.8	83.9	65.7	78.1
Camera, photographic supply stores	(D)	63.0	(D)	48.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PORTLAND, THE ENTIRE CITY, AND THE PORTLAND STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	6.3	7.8	24.0	20.1	25.5	22.7
Eating, drinking places	9.1	8.5	8.4	7.8	7.8	7.6
Eating places	7.2	7.0	6.1	5.6	5.5	5.2
Drinking places	1.9	1.5	2.3	2.2	2.3	2.4
General merchandise group	44.2	43.8	17.0	(D)	13.8	(D)
Department stores	38.1	38.6	(D)	(D)	10.4	(D)
Variety stores	3.8	(D)	1.6	1.3	1.6	1.4
General merchandise stores, n.e.c.	2.3	(D)	(D)	(D)	1.8	2.0
Apparel, accessories stores	17.0	16.0	5.0	6.3	5.0	5.2
Shoe stores	3.7	2.8	1.3	1.1	1.0	0.9
Men's, boys' clothing and furnishings stores[1]	4.2	5.0	(D)	1.9	1.1	1.5
Family clothing stores[1]	(D)	(D)	(D)	(D)	0.4	0.3
Women's clothing, specialty stores	8.1	6.9	2.6	(D)	2.1	2.1
Ready-to-wear stores[1]	7.0	6.5	2.2	2.5	1.8	1.9
All other apparel stores	0.7	1.1	0.3	(D)	0.2	0.4
Furniture, home furnishings, appliance dealers	5.9	6.1	4.8	5.2	4.7	4.9
Furniture stores[1]	3.4	3.8	(D)	2.7	2.2	2.7
Other home furnishings stores[1]	1.5	1.6	(D)	1.0	0.7	0.7
Household appliance, radio, TV stores	1.0	0.7	1.6	1.5	1.7	1.5
Automotive group	0.3	(D)	17.1	18.5	17.7	18.0
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	(D)	16.6	16.0	16.3
Tire, battery, accessory dealers	(NA)	(NA)	0.8	1.1	0.8	1.0
Other automotive dealers	(NA)	(NA)	(D)	0.8	0.9	0.7
Gasoline service stations	1.0	(D)	5.4	4.1	6.1	4.9
Lumber, building materials, hardware, farm equipment dealers	1.4	1.9	4.7	5.5	6.3	7.1
Hardware stores	0.7	0.8	0.7	0.9	1.2	1.3
Other	0.7	1.1	4.0	4.6	5.1	5.8
Drug stores, proprietary stores	2.8	2.6	2.3	2.3	2.6	2.4
Other retail stores[2]	12.0	12.3	10.4	(D)	10.5	(D)
Liquor stores	2.1	2.1	(D)	2.8	2.2	2.6
Jewelry stores	3.6	3.7	1.2	1.4	1.0	1.1
Book, stationery stores	0.9	0.6	(D)	0.3	0.3	0.3
Sporting goods, bicycle stores	0.4	0.3	(D)	0.2	0.5	0.3
Florists	0.5	0.6	(D)	0.4	0.3	0.3
Music stores	0.9	1.0	0.3	0.4	0.3	0.3
Camera, photographic supply stores	(D)	0.2	0.1	0.1	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Cleveland, Ohio

1954 Census of Business

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. Unite States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishment Single Units and Multiunits, Legal Form of Organization, Me chandise Inventories, Credit Sales, etc. (Most chapters also a separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. Unit States summary and separate chapters for each State, the Distri of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; wi cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establis ments. (Chapters also are separate reports in bulletin series R–1

Volume III.—WHOLESALE TRADE, SUMMARY STATISTIC United States summary and separate chapters, of statistics clas fied by kind of business and geographic areas, for: Size of Who sale Establishments, Credit Sales, Warehouse Space, Commodi Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

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Volume VI.—SELECTED SERVICE TRADES, AREA STAT TICS. United States summary and separate chapters for e State, the District of Columbia, Alaska, and Hawaii, of statist by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard me politan area data.

TRADE BULLETINS.—Primarily a reorganization of busin data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Busine Census differs from that of the 1948 and previous Census by the exclusion of "milk dealers" (see KIND-OF-BUSINES CLASSIFICATION, below). The 1948 data shown in th and other 1954 Census of Business publications have be revised to the 1954 basis and will differ in this respect fro the results in previously issued 1948 Census of Busine publications.

(3) The change in method of enumeration also resulted the inclusion in the 1954 Business Census of a number establishments which were in business a part of 1954 but n at the end of 1954. In the 1948 and previous Busine Censuses, the coverage of establishments (except for tho of large multiunit organizations for which special canva procedures were used) was substantially limited to plac which, at the end of the year, were still in business. In t 1954 Census, however, the inclusion of establishments n in business at the end of the year was possible to the exte that such establishments were included in the active fil of the Internal Revenue Service used for mailing list pu poses or to the extent that they were identified in the recor used for the "nonemployer" universe. In both 1954 a previous Business Censuses, the count of establishments limited to those in business at the end of the year. Oth items of data, however, include figures for part-year esta lishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census r sults also is affected by differences in the items of informati collected for kind-of-business classification purposes and the classification techniques. A description of these diff ences is provided in the section below, on KIND-O BUSINESS CLASSIFICATION.

A special problem in comparability of data from census census exists because of the use of the establishment as t unit for kind-of-business classification. Although an esta lishment may change its kind-of-business characterist gradually, a change in kind-of-business classification is ma for the establishment as a whole at a specific point in tin For example, with the addition of appropriate lines of m chandise, an apparel store at some point becomes a depa ment store, or a men's shoe store becomes a family shoe sto When a change in classification is made, the new figures compared with figures on the old classification basis w show an increase in the new kind of business by the to amount of the establishment's sales and a correspondi decrease in the previous kind of business in which the esta lishment was classified. Often there are offsetting chan in classification, so that changes between censuses in t amounts shown for various kinds of business are independe of changes in individual establishment classification. Ho ever, particularly when the volume of business is growi rapidly and new lines of merchandise are being added, t changes may not be mutually offsetting.

(5) A factor which in some cases may importantly aff kind-of-business comparisons among retail stores was change made from the 1948 Census practice of consolidat leased departments with the stores in which they were cated. In a census conducted by field enumeration metho it was feasible to identify the reports to be thus consolidate in the 1954 Business Census, however, the elimination the field canvass made such consolidation difficult to acc plish. For this reason, in the 1954 Census, each lea department was treated as a separate establishment and w classified in accordance with the kind of business it c ducted. For example, in the 1954 tabulations a leased partment selling apparel would be classified as an appa store even though it was located in a department store or store classified in some kind of business other than appa It also should be noted that in the 1954 classifications, procedure which separated the leased department from main store could affect the kind-of-business code assigned the main store because that code did not take into account lines of merchandise carried by the leased department. T 1948 figures contained in the 1954 Census of Business p lications have not been adjusted to the 1954 basis for lea

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations for the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped according to ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

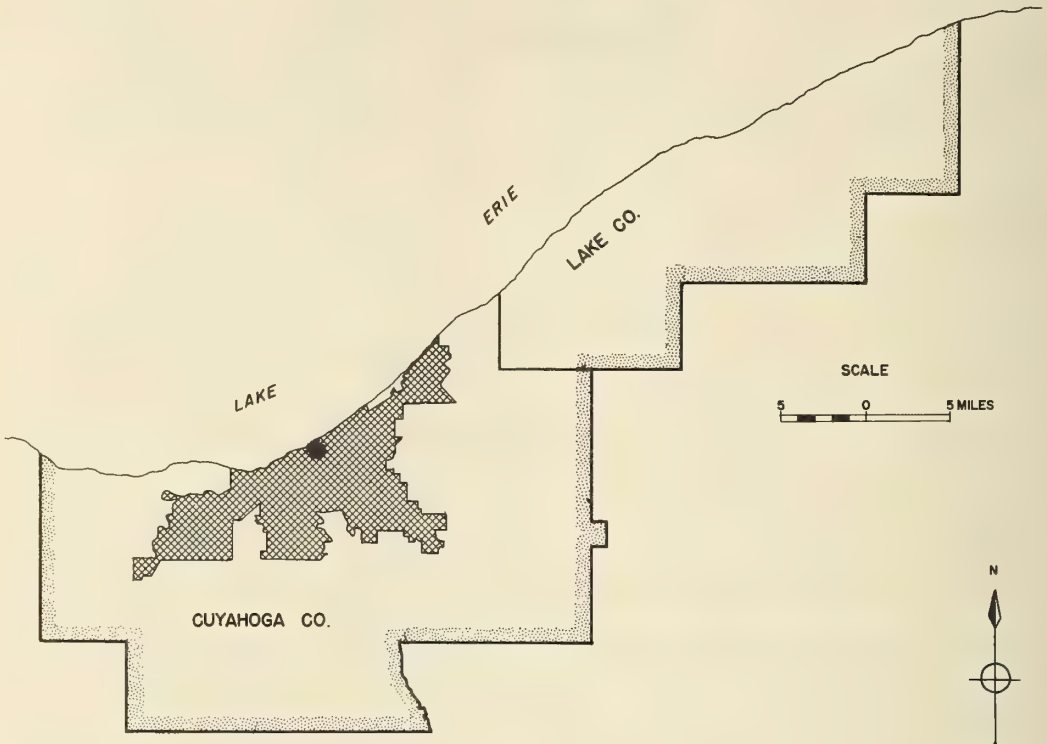
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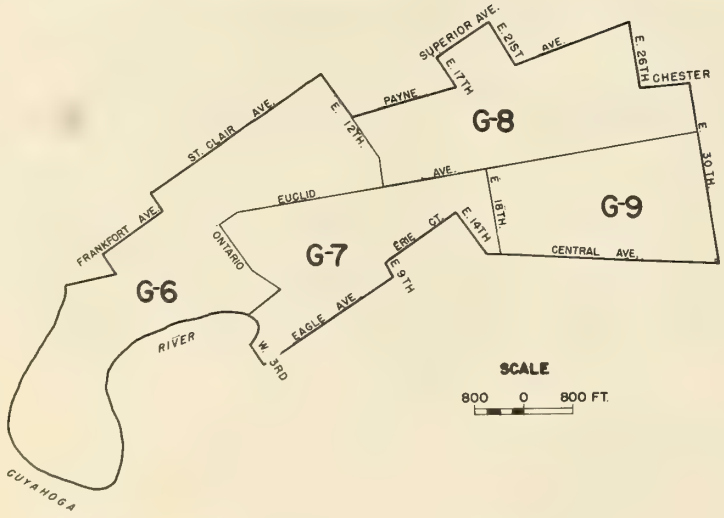
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CLEVELAND, OHIO

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- AREA OF CITY
- STANDARD METROPOLITAN AREA
- G-6 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF CLEVELAND

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	999	377,417	65,652	1,112	357,576	60,327
Food stores	153	13,202	1,084	229	13,396	969
Eating, drinking places	236	29,079	8,602	239	31,216	8,712
Eating places	167	23,966	7,353	164	25,486	7,275
Drinking places	69	5,113	1,249	75	5,730	1,437
General merchandise group	21	197,348	35,323	18	189,219	31,993
Department stores	6	185,291	33,095	6	178,085	30,251
Variety stores	8	11,163	2,116	7	10,438	1,638
General merchandise stores, n.e.c	7	904	112	5	696	104
Apparel, accessories stores	192	44,140	7,903	199	54,081	8,750
Shoe stores	50	8,802	1,371	39	8,260	1,173
Men's, boys' clothing and furnishings stores[3]	40	10,888	1,903	41	14,043	1,831
Family clothing stores[3]	3	5,947	1,342	5	13,009	2,589
Women's clothing, specialty stores	54	14,555	2,501	57	12,076	1,749
Ready-to-wear stores[3]	28	12,333	2,142	22	10,336	1,510
All other apparel stores	35	3,804	786	54	6,660	1,408
Furniture, home furnishings, appliance dealers	69	19,750	3,442	56	14,171	2,680
Furniture stores[3]	26	9,494	2,076	18	8,447	1,951
Other home furnishings stores[3]	16	1,460	255	16	1,961	277
Household appliance, radio, TV stores	21	8,520	1,111	18	3,559	452
Automotive group	16	30,452	2,943	14	17,786	1,441
Passenger car dealers (franchised & nonfranchised)	9	26,552	2,220	9	15,617	1,046
Tire, battery, accessory dealers	7	3,900	723	5	2,169	395
Other automotive dealers	...	...	...	...	...	...
Gasoline service stations	14	1,131	102	20	779	60
Lumber, building materials, hardware, farm equip. dealers	17	2,525	328	15	1,455	232
Drug stores, proprietary stores	30	6,593	1,163	33	6,909	1,117
Other retail stores[4]	251	33,197	4,762	289	28,564	4,373
Liquor stores	6	6,306	151	7	(D)	77
Jewelry stores	76	8,551	1,265	72	8,441	1,380
Book, stationery stores	24	3,258	777	18	3,868	817
Sporting goods, bicycle stores	4	1,155	228	5	1,132	251
Florists	9	472	95	13	530	129
Music stores	15	1,508	189	17	1,789	324
Camera, photographic supply stores	9	1,927	251	9	1,240	187
SELECTED SERVICE TRADES						
Hotels	42	17,862	6,876	44	16,721	5,690
Motion picture theaters	13	3,879	851	14	5,011	1,144

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF CLEVELAND

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	10,231	1,330,593	167,825	11,209	1,131,194	139,145
Food stores	3,114	310,776	21,772	3,868	249,394	14,258
Eating, drinking places	2,377	123,922	27,985	2,473	112,745	23,575
Eating places	1,121	71,758	18,961	921	58,211	14,812
Drinking places	1,250	52,098	9,024	1,552	54,534	8,763
General merchandise group	264	263,202	44,979	234	236,228	38,775
Department stores	13	226,458	39,147	11	(D)	(D)
Variety stores	122	27,954	4,930	105	23,187	3,728
General merchandise stores, n.e.c	129	8,790	902	118	(D)	(D)
Apparel, accessories stores	815	89,335	13,362	836	91,646	12,902
Shoe stores	220	19,981	2,784	210	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	138	20,425	3,167	132	22,393	2,768
Family clothing stores[3]	56	11,845	2,021	51	19,190	3,292
Women's clothing, specialty stores	236	30,593	4,581	248	22,327	2,880
Ready-to-wear stores[3]	142	26,868	4,069	122	18,038	2,441
All other apparel stores	101	5,287	809	126	(D)	(D)
Furniture, home furnishings, appliance dealers	601	78,434	11,007	496	55,383	7,668
Furniture stores[3]	185	43,893	6,712	176	34,705	5,009
Other home furnishings stores[3]	106	9,050	1,906	89	7,922	1,608
Household appliance, radio, TV stores	206	22,453	2,389	155	10,915	1,051
Automotive group	319	199,823	19,285	346	150,626	15,178
Passenger car dealers (franchised & nonfranchised)	221	187,168	17,227	260	140,643	13,861
Tire, battery, accessory dealers	80	11,356	1,912	69	7,863	1,182
Other automotive dealers	16	1,281	146	17	2,120	135
Gasoline service stations	720	55,050	4,376	750	35,227	2,678
Lumber, building materials, hardware, farm equip. dealers	463	66,226	8,532	455	63,225	8,348
Hardware stores	242	15,683	1,505	270	(D)	(D)
Other	219	50,537	7,027	185	(D)	(D)
Drug stores, proprietary stores	414	47,761	6,410	419	38,737	4,972
Other retail stores.[4]	1,144	96,064	10,117	1,332	97,983	10,791
Liquor stores	140	34,978	953	239	29,397	641
Jewelry stores	180	12,323	1,841	164	11,352	1,725
Book, stationery stores	45	5,413	1,349	38	5,060	1,070
Sporting goods, bicycle stores	40	2,732	418	42	3,420	464
Florists	137	4,979	846	147	4,469	657
Music stores	51	2,860	329	67	3,255	461
Camera, photographic supply stores	24	2,925	332	34	2,277	326
SELECTED SERVICE TRADES						
Hotels	123	26,237	9,872	113	23,412	7,838
Motion picture theaters	54	7,462	1,966	85	12,059	3,025

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 514 such establishments with sales of $33,597,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CELVELAND STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	14,533	1,923,462	230,619	14,897	1,466,273	172,868
Food stores	4,064	482,792	34,935	4,858	356,196	21,286
Eating, drinking places	3,170	165,872	37,060	3,193	139,674	28,594
Eating places	1,551	97,330	25,382	1,223	71,855	17,958
Drinking places	1,611	68,454	11,678	1,970	67,819	10,636
General merchandise group	367	296,779	49,864	313	249,125	40,599
Department stores	23	246,947	42,059	15	213,125	35,374
Variety stores	170	37,434	6,450	147	27,594	4,439
General merchandise stores, n.e.c.	174	12,398	1,355	151	8,406	786
Apparel, accessories stores	1,135	114,509	16,373	1,066	103,074	14,053
Shoe stores	287	24,905	3,332	264	19,848	2,500
Men's, boys' clothing and furnishings stores[3]	190	25,244	3,720	157	24,195	2,959
Family clothing stores[3]	70	12,755	2,118	64	20,392	3,416
Women's clothing, specialty stores	349	41,809	6,034	331	26,411	3,300
Ready-to-wear stores[3]	203	36,907	5,423	165	21,543	2,812
All other apparel stores	161	8,286	1,169	167	10,660	1,878
Furniture, home furnishings, appliance dealers	903	100,311	13,466	689	68,178	9,104
Furniture stores[3]	240	51,985	7,543	218	38,735	5,568
Other home furnishings stores[3]	150	13,306	2,746	125	9,896	1,891
Household appliance, radio, TV stores	329	30,020	3,177	236	17,106	1,645
Automotive group	509	334,160	32,711	524	217,159	22,776
Passenger car dealers (franchised & nonfranchised)	354	317,141	30,170	389	204,806	21,211
Tire, battery, accessory dealers	118	14,015	2,278	107	9,595	1,388
Other automotive dealers	33	2,946	263	28	2,758	177
Gasoline service stations	1,326	106,632	8,623	1,265	62,237	5,033
Lumber, building materials, hardware, farm equip. dealers	767	113,156	14,827	657	91,759	11,724
Hardware stores	368	26,079	2,869	370	18,801	1,724
Other	397	87,071	11,958	287	72,958	10,000
Drug stores, proprietary stores	586	72,252	9,752	575	54,557	6,994
Other retail stores[4]	1,706	137,009	13,008	1,757	124,314	12,705
Liquor stores	204	52,775	1,427	322	39,756	928
Jewelry stores	230	14,183	2,052	203	12,611	1,856
Book, stationery stores	56	6,319	1,489	46	5,445	1,117
Sporting goods, bicycle stores	84	4,389	565	65	4,166	513
Florists	231	7,826	1,188	213	6,427	957
Music stores	79	3,590	388	83	3,749	489
Camera, photographic supply stores	36	3,511	376	49	2,756	347
SELECTED SERVICE TRADES						
Hotels	139	28,816	10,688	123	25,816	8,590
Motion picture theaters	86	11,243	2,807	118	15,573	3,752

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 886 such establishments with sales of $43,091,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF CLEVELAND, THE ENTIRE CITY, AND THE CLEVELAND STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	5.5	17.6	23.2	31.2	39.4
Food stores	-1.5	24.6	26.1	35.5	37.0
Eating, drinking places	-6.9	9.9	16.3	18.8	26.1
Eating places	-6.0	23.3	46.0	35.5	58.2
Drinking places	-10.8	-4.5	-3.7	0.9	2.0
General merchandise group	4.3	11.4	40.1	19.1	66.0
Department stores	4.0	(D)	(D)	15.9	76.0
Variety stores	6.9	20.6	31.7	35.7	53.1
General merchandise stores, n.e.c.	29.9	(D)	(D)	47.5	49.1
Apparel, accessories stores	-18.4	-2.5	20.3	11.1	43.6
Shoe stores	6.6	(D)	(D)	25.5	39.0
Men's, boys' clothing and furnishings stores[3]	-22.5	-8.8	14.2	4.3	41.4
Family clothing stores[3]	-54.3	-38.3	-4.6	-37.5	-7.8
Women's clothing, specialty stores	20.5	37.0	56.5	58.3	90.1
Ready-to-wear stores[3]	19.3	49.0	88.7	71.3	119.3
All other apparel stores	-42.9	(D)	(D)	-22.3	12.1
Furniture, home furnishings, appliance dealers	39.4	41.6	42.4	47.1	49.2
Furniture stores[3]	12.4	26.5	31.0	34.2	40.3
Other home furnishings stores[3]	-25.6	14.2	47.9	34.5	49.3
Household appliance, radio, TV stores	139.4	105.7	89.4	75.5	58.7
Automotive group	71.2	32.7	27.5	53.9	52.3
Passenger car dealers (franchised and nonfranchised)	70.0	33.1	28.5	54.8	53.6
Tire, battery, accessory dealers	79.8	44.4	30.9	46.1	36.2
Other automotive dealers	...	39.6	39.6	6.8	6.8
Gasoline service stations	45.2	56.3	56.5	71.3	71.7
Lumber, building materials, hardware, farm equip. dealers	73.5	4.7	3.1	23.3	22.5
Hardware stores	(NA)	(D)	(NA)	38.7	(NA)
Other	(NA)	(D)	(NA)	19.3	(NA)
Drug stores, proprietary stores	-4.6	23.3	29.3	32.4	37.8
Other retail stores[4]	16.2	-2.0	-9.4	10.2	8.4
Liquor stores	(D)	19.0	(D)	32.7	(D)
Jewelry stores	1.3	8.6	29.6	12.5	35.1
Book, stationery stores	-15.8	7.0	80.8	16.1	94.1
Sporting goods, bicycle stores	2.0	-20.1	-31.1	5.4	6.6
Florists	-11.0	11.4	14.4	21.8	24.7
Music stores	-15.7	-12.1	-7.8	-4.3	6.2
Camera, photographic supply stores	55.4	28.5	-3.8	27.4	4.5
SELECTED SERVICE TRADES					
Hotels	6.8	12.1	25.2	11.6	20.4
Motion picture theaters	-22.6	-50.8	-48.1	-27.8	-30.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF CLEVELAND CITY AND OF CLEVELAND STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	28.4	31.6	19.6	24.4
Food stores	4.2	5.4	2.7	3.8
Eating, drinking places	23.5	27.7	17.5	22.3
Eating places	33.4	43.8	24.6	35.5
Drinking places	9.8	10.5	7.5	8.4
General merchandise group	75.0	80.1	66.5	76.0
Department stores	81.8	(D)	75.0	83.6
Variety stores	39.9	45.0	29.8	37.8
General merchandise stores, n.e.c	10.3	(D)	7.3	8.3
Apparel, accessories stores	49.4	59.0	38.5	52.5
Shoe stores	44.1	(D)	35.3	41.6
Men's, boys' clothing and furnishings stores[2]	53.3	62.7	43.1	58.0
Family clothing stores[2]	50.2	67.8	46.6	63.8
Women's clothing, specialty stores	52.4	54.1	34.8	45.7
Ready-to-wear stores[2]	51.4	57.3	33.4	48.0
All other apparel stores	44.1	(D)	45.9	62.5
Furniture, home furnishings, appliance dealers	25.2	25.6	19.7	20.8
Furniture stores[2]	21.6	24.3	18.3	21.8
Other home furnishings stores[2]	16.1	24.8	11.0	19.8
Household appliance, radio, TV stores	37.9	32.6	28.4	20.8
Automotive group	15.5	35.1	9.1	8.2
Passenger car dealers (franchised and nonfranchised)	14.4	11.1	8.4	7.6
Tire, battery, accessory dealers	34.3	27.6	27.8	22.6
Other automotive dealers	...	...	...	...
Gasoline service stations	2.1	2.2	1.1	1.3
Lumber, building materials, hardware, farm equip. dealers	3.8	2.3	2.2	1.6
Drug stores, proprietary stores	13.8	17.8	9.1	12.7
Other retail stores[3]	34.6	29.2	24.2	23.0
Liquor stores	18.0	(D)	11.9	(D)
Jewelry stores	69.4	74.4	60.3	66.9
Book, stationery stores	60.2	76.4	51.6	71.0
Sporting goods, bicycle stores	42.3	33.1	26.3	27.2
Florists	9.5	11.9	6.0	8.2
Music stores	52.7	55.0	42.0	47.7
Camera, photographic supply stores	65.9	54.5	54.9	45.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF CLEVELAND, THE ENTIRE CITY, AND THE CLEVELAND STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	3.5	3.7	23.4	22.0	25.1	24.4
Eating, drinking places	7.7	8.7	9.3	10.0	8.6	9.5
Eating places	6.3	7.1	5.4	5.2	5.1	4.9
Drinking places	1.4	1.6	3.9	4.8	3.6	4.6
General merchandise group	52.3	53.0	19.8	20.9	15.4	17.0
Department stores	49.1	49.9	17.0	(D)	12.8	14.5
Variety stores	3.0	2.9	2.1	2.0	1.9	1.9
General merchandise stores, n.e.c.	0.2	0.2	0.7	(D)	0.7	0.6
Apparel, accessories stores	11.7	15.1	6.7	8.1	6.0	7.0
Shoe stores	2.3	2.3	1.5	(D)	1.3	1.4
Men's, boys' clothing and furnishings stores[1]	2.9	3.9	1.5	2.0	1.3	1.7
Family clothing stores[1]	1.6	3.6	0.9	1.7	0.7	1.4
Women's clothing, specialty stores	3.9	3.4	2.3	2.0	2.2	1.8
Ready-to-wear stores[1]	3.3	2.9	2.0	1.6	1.9	1.5
All other apparel stores	1.0	1.9	0.5	(D)	0.5	0.7
Furniture, home furnishings, appliance dealers	5.2	4.0	5.9	4.9	5.2	4.6
Furniture stores[1]	2.5	2.5	3.4	3.1	2.8	2.7
Other home furnishings stores[1]	0.4	0.5	0.8	0.8	0.8	0.7
Household appliance, radio, TV stores	2.3	1.0	1.7	1.0	1.6	1.2
Automotive group	8.1	5.0	15.0	13.3	17.4	14.8
Passenger car dealers (franchised and nonfranchised)	7.0	4.4	14.0	12.4	16.5	13.9
Tire, battery, accessory dealers	1.0	0.6	0.9	0.7	0.7	0.7
Other automotive dealers	...	...	0.1	0.2	0.2	0.2
Gasoline service stations	0.3	0.2	4.1	3.1	5.5	4.2
Lumber, building materials, hardware, farm equipment dealers	0.7	0.4	5.0	5.6	5.9	6.3
Hardware stores	(NA)	(NA)	1.2	(D)	1.4	1.3
Other	(NA)	(NA)	(D)	(D)	4.5	5.0
Drug stores, proprietary stores	1.7	1.9	3.6	3.4	3.8	3.7
Other retail stores[2]	8.8	8.0	7.2	8.7	7.1	8.5
Liquor stores	1.7	(D)	2.6	2.6	2.7	2.7
Jewelry stores	2.3	2.4	0.9	1.0	0.7	0.9
Book, stationery stores	0.9	1.1	0.4	0.4	0.3	0.4
Sporting goods, bicycle stores	0.3	0.3	0.2	0.3	0.2	0.3
Florists	0.1	0.1	0.4	0.4	0.4	0.4
Music stores	0.4	0.5	0.2	0.3	0.2	0.3
Camera, photographic supply stores	0.5	0.3	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Boston, Massachusetts

1954 Census of Business

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Volume I.—RETAIL TRADE, SUMMARY STATISTICS. Unite States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishment Single Units and Multiunits, Legal Form of Organization, Me chandise Inventories, Credit Sales, etc. (Most chapters also a separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. Unite States summary and separate chapters for each State, the Distri of Columbia, Alaska, and Hawaii, of statistics by counties, citie and standard metropolitan areas, and by kind of business; wit cross classifications by kind of business for standard metropolita areas, and for counties and cities with 500 or more retail establis ments. (Chapters also are separate reports in bulletin series R–1

Volume III.—WHOLESALE TRADE, SUMMARY STATISTIC United States summary and separate chapters, of statistics clas fied by kind of business and geographic areas, for: Size of Whol sale Establishments, Credit Sales, Warehouse Space, Commodi Line Sales, Legal Form of Organization, and Petroleum Bulk St tions, etc. (Most chapters also are separate reports in bullet series W–2.)

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Volume V.—SELECTED SERVICE TRADES, SUMMAR STATISTICS. United States summary and separate chapters statistics classified by kind of business and geographic areas, fo Receipts Size of Establishments, Employment Size of Establis ments, Legal Form of Organization, Single Units and Multiuni Laundries and Cleaning Plants, and Hotels and Motels. (Mo chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATI TICS. United States summary and separate chapters for ea State, the District of Columbia, Alaska, and Hawaii, of statisti by counties, cities, and standard metropolitan areas, and by ki of business; with cross classifications by kind of business f standard metropolitan areas and for cities and counties with 2 or more service establishments. (Chapters also are separa reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS. Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard met politan area data.

TRADE BULLETINS.—Primarily a reorganization of busin data previously issued for a number of wholesale, service, a retail trades.

SUGGESTED IDENTIFICATION

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Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses Manufactures and Mineral Industries, was authorized by under Title 13, United States Code, section 131. These 54 Censuses covered businesses operated in continental ited States, Alaska, and Hawaii. Separate Censuses of siness and Manufactures for 1954 were also conducted Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Whole-e Trade, and Selected Service Trades. This series of bul-ins provides findings for retail trade establishments, els, and motion picture theaters in selected central busi-ss districts and related cities and standard metropolitan as. The definition and map of the Central Business strict for which data are shown in this bulletin and its ation to the Central City and Standard Metropolitan Area which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area presenting their "Central Business District," it was neces-y for the Bureau of the Census to arrange for the deline-on of such districts before a program to tabulate 1954 nsus data for them could be implemented. The delineation Central Business Districts was accomplished with the peration of the Census Tract Committees in the large es included in the Central Business District (CBD) gram. In their work on the CBD's, the Census Tract mmittees obtained the representation of a variety of local erests, such as business firms and associations, newspapers, nning agencies, welfare organizations, local governmental lies, etc.

The objective of the CBD Program was stated, as follows, a letter from the Director of the Census Bureau to the act Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Cause there are no generally accepted rules for determining at a CBD area should include or exclude, the Census reau did not provide rigid specifications for defining the BD but (1) provided a general characterization of the BD, describing it as "an area of very high land valuation, area characterized by a high concentration of retail busi-sses, offices, theaters, hotels, and 'service' businesses, and area of high traffic flow"; and (2) required that the BD ordinarily should be defined to follow existing tract es, i. e., to consist of one or more whole Census tracts. e emphasis put on tracts was based on the anticipation at other Census statistics than those derived from the 54 Census of Business would also [eventually] be tabulated CBD's. It was recognized that tract basis for CBD's ght lead to the inclusion of some land area not properly thin a strictly defined CBD or to the exclusion of a small rtion of what should be in the CBD. It was believed that s limitation generally would not prove to be serious as difference in area probably would not significantly alter magnitudes being measured. Provision, however, was de for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures are compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

lepartments. In addition to the material included in KIND-)F-BUSINESS CLASSIFICATION, below, reference should)e made to Tables 12K, 12L, and 12M in Volume II of the 948 Census of Business for an indication of the kinds of usiness where the change in leased department procedure night have had the greatest effect. Later publications of the 954 Census of Business will present separate data for leased lepartments.

(6) One other important difference in the two Censuses is n the treatment of sales and excise taxes levied directly on he consumer. In the 1948 Census of Business such taxes ere not included in total sales and receipts of retail estab-shments, hotels, and motion picture theaters, whereas they ere included in the 1954 Census. The effect of this change aries from State to State depending on whether there was State sales tax law and on what items the tax law applied. n general the tax is about two or three percent on the items overed. The Federal excise taxes on retail sales, while a igher percentage, were limited to selected items, and gen-rally did not constitute a large fraction of total retail ales. Similar levies on the consumer in the case of motion icture theaters and hotels are included in total receipts. or motion picture theaters this is a significant factor in mparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would dis-ose the operations of an individual establishment or busi-ess organization are not published. The number of tablishments in a kind of business is not considered a dis-osure by Census rules, so that this item is shown in instances here other items of information for the same establishments e suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a mmary of reports for individual establishments rather than r companies. A separate report was obtained for each cation where business was conducted, including each loca-n of multiunit organizations. Each report in the census as tabulated in accordance with the physical location at hich the business was conducted. Although the tabulations the census are on an establishment rather than ownership sis, in certain tables the establishment figures are grouped o ownership categories. This will be the case in the thcoming retail trade bulletin "Single Units and Multi-its" and in a planned company statistics bulletin covering mpany activities in all parts of the 1954 Censuses of Busi-ss, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single ablishment, the entire establishment was classified on the sis of its major activity and all data for it included in that ssification. However, when these activities were con-cted by separate business entities, each entity was treated an establishment. Thus, a leased department in a depart-nt store was treated as a separate establishment and is in-ded in these tabulations on the basis of its activities rather n as a part of the store within which it operates. (See MPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations a multiunit organization which service or are auxiliary to retail stores, hotels, or motion picture theaters of the anization, such as separate warehouses, administrative ces, etc. Information for this type of unit will be included later 1954 Census of Business publications. In the 1948 siness Census, figures for such units, where included in the ulations, were separately identified.

ales.—Sales are defined to include total receipts from tomers during 1954, after deduction of refunds or allow-es for merchandise returned by customers. Sales include eipts from repairs and from other services to customers, well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Boston, Massachusetts

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BOSTON, MASSACHUSETTS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

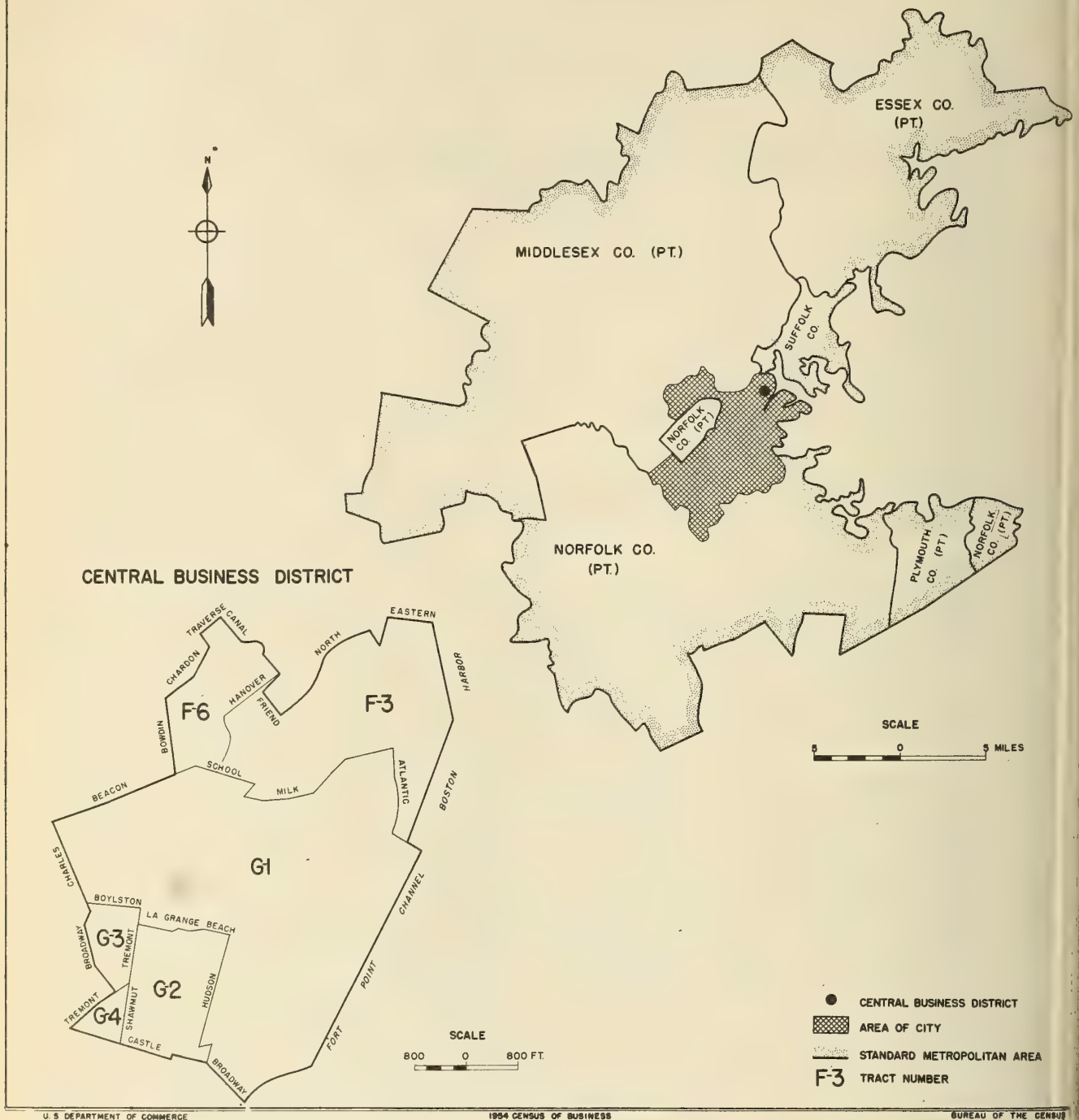


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF BOSTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,698	434,376	80,952	1,754	422,850	70,853
Food stores	139	19,529	1,825	148	19,523	1,533
Eating, drinking places	429	46,118	12,117	424	44,480	11,135
Eating places	308	37,458	9,953	319	38,113	9,460
Drinking places	121	8,660	2,164	105	6,367	1,675
General merchandise group	64	212,438	40,202	55	207,993	34,233
Department stores	7	198,885	37,698	7	193,052	31,848
Variety stores	7	8,787	1,741	9	9,843	1,677
General merchandise stores, n.e.c.	58	4,766	763	39	5,098	708
Apparel, accessories stores	351	64,513	12,223	386	74,268	12,259
Shoe stores	77	12,626	2,256	75	12,614	2,066
Men's, boys' clothing and furnishings stores[3]	82	16,899	3,676	82	21,651	3,519
Family clothing stores[3]	9	2,044	322	8	2,382	350
Women's clothing, specialty stores	77	24,411	4,426	96	28,598	4,328
Ready-to-wear stores[3]	31	20,160	3,724	27	26,511	4,042
All other apparel stores	87	8,287	1,544	112	8,825	1,996
Furniture, home furnishings, appliance dealers	112	27,321	4,918	101	18,273	3,184
Furniture stores[3]	38	16,014	3,247	40	10,315	2,346
Other home furnishings stores[3]	17	2,233	422	16	1,171	202
Household appliance, radio, TV stores	44	8,886	1,249	36	6,444	636
Automotive group	11	1,498	372	6	904	116
Gasoline service stations	18	1,203	155	19	668	88
Lumber, building materials, hardware, farm equip. dealers	30	4,111	639	27	3,717	575
Hardware stores	13	3,157	527	15	2,445	411
Other	17	954	112	12	1,272	164
Drug stores, proprietary stores	29	4,437	698	22	4,319	630
Other retail stores[4]	515	53,208	7,803	566	48,705	7,100
Liquor stores	31	7,055	444	38	5,998	454
Jewelry stores	128	18,819	2,421	127	14,643	2,045
Book, stationery stores	54	6,510	1,495	65	6,196	1,287
Sporting goods, bicycle stores	9	1,356	240	15	2,316	413
Florists	12	592	138	14	700	164
Music stores	11	1,858	504	16	2,565	543
Camera, photographic supply stores	12	1,836	186	9	1,149	95
SELECTED SERVICE TRADES						
Hotels	19	18,036	6,777	24	18,123	5,784
Motion picture theaters	22	7,024	1,372	21	7,978	1,360

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF BOSTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	8,859	1,249,541	175,044	9,414	1,008,408	140,147
Food stores	2,381	321,084	23,686	3,030	201,249	14,340
Eating, drinking places	1,707	126,311	33,297	1,725	117,994	27,828
Eating places	1,084	91,357	25,064	1,115	88,034	20,928
Drinking places	619	34,914	8,233	610	29,960	6,900
General merchandise group	305	244,474	44,808	297	235,195	37,966
Department stores	13	(D)	(D)	14	(D)	(D)
Variety stores	94	18,830	3,493	118	18,618	2,994
General merchandise stores, n.e.c	194	(D)	(D)	165	(D)	(D)
Apparel, accessories stores	937	118,023	20,491	980	123,523	19,034
Shoe stores	210	22,031	3,630	196	18,591	2,658
Men's, boys' clothing and furnishings stores[3]	153	25,838	5,096	140	27,371	4,274
Family clothing stores[3]	40	5,060	732	43	6,551	821
Women's clothing, specialty stores	312	50,582	8,569	345	55,944	8,304
Ready-to-wear stores[3]	153	42,399	7,448	165	50,979	7,704
All other apparel stores	186	13,773	2,456	194	13,904	2,977
Furniture, home furnishings, appliance dealers	514	57,882	9,108	486	51,029	7,979
Furniture stores[3]	125	29,955	5,329	138	23,234	4,410
Other home furnishings stores[3]	119	6,893	1,226	113	8,657	1,508
Household appliance, radio, TV stores	146	18,576	2,553	144	17,031	2,061
Automotive group	198	131,240	12,723	190	78,361	8,651
Passenger car dealers (franchised & nonfranchised)	133	(D)	(D)	135	71,542	7,841
Tire, battery, accessory dealers	58	9,262	1,316	47	(D)	(D)
Other automotive dealers	5	(D)	(D)	8	(D)	(D)
Gasoline service stations	412	29,697	2,611	433	18,052	1,757
Lumber, building materials, hardware, farm equip. dealers	263	29,792	3,898	259	23,666	3,192
Hardware stores	144	11,786	1,625	164	9,671	1,189
Other	117	17,994	2,273	95	13,995	2,003
Drug stores, proprietary stores	422	35,957	4,963	423	29,746	3,789
Other retail stores[4]	1,708	154,864	19,445	1,591	129,593	16,611
Liquor stores	270	38,164	3,206	260	27,233	2,467
Jewelry stores	211	26,502	3,987	181	18,835	2,817
Book, stationery stores	99	10,342	2,134	127	(D)	(D)
Sporting goods, bicycle stores	24	2,508	353	21	(D)	(D)
Florists	93	3,203	480	111	3,174	488
Music stores	34	3,539	795	44	4,774	918
Camera, photographic supply stores	26	3,935	587	22	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	55	(D)	(D)	64	34,906	11,456
Motion picture theaters	58	11,728	2,388	73	14,430	2,790

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 702 such establishments with sales of $84,881,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
BOSTON STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	22,917	2,855,379	352,380	23,358	2,114,082	260,078
Food stores	5,968	769,346	55,777	7,288	527,196	34,590
Eating, drinking places	3,854	247,233	60,915	3,912	214,007	48,316
Eating places	2,552	183,959	46,505	2,534	155,713	35,316
Drinking places	1,298	63,234	14,410	1,378	58,294	13,000
General merchandise group	822	361,222	61,448	726	310,809	48,565
Department stores	60	285,522	49,987	52	250,481	39,939
Variety stores	297	46,758	8,125	320	40,851	6,392
General merchandise stores, n.e.c	449	28,638	3,336	354	19,477	2,234
Apparel, accessories stores	2,124	226,700	34,117	2,114	192,939	26,874
Shoe stores	498	38,222	5,655	428	30,103	3,831
Men's, boys' clothing and furnishings stores[3]	323	40,745	6,855	287	38,174	5,391
Family clothing stores[3]	116	39,254	5,127	133	20,048	2,689
Women's clothing, specialty stores	784	87,900	13,383	793	83,613	11,455
Ready-to-wear stores[3]	423	74,829	11,741	404	73,484	10,342
All other apparel stores	311	18,927	3,097	326	18,285	3,508
Furniture, home furnishings, appliance dealers	1,303	129,060	20,092	1,135	94,004	13,648
Furniture stores[3]	308	60,625	10,634	294	42,838	6,965
Other home furnishings stores[3]	270	18,307	3,227	247	14,929	2,670
Household appliance, radio, TV stores	461	45,438	6,231	407	33,037	4,013
Automotive group	861	433,256	41,805	811	257,049	27,542
Passenger car dealers (franchised & nonfranchised)	630	408,427	38,659	619	239,467	25,471
Tire, battery, accessory dealers	189	21,294	2,859	161	14,963	1,791
Other automotive dealers	34	(D)	287	31	2,619	280
Gasoline service stations	1,738	116,301	8,910	1,831	69,924	6,040
Lumber, building materials, hardware, farm equip. dealers	952	138,890	17,434	884	100,923	12,439
Hardware stores	449	36,597	4,832	444	28,048	3,330
Other	501	102,281	12,602	440	72,875	9,109
Drug stores, proprietary stores	1,118	93,625	12,599	1,140	76,000	9,398
Other retail stores[4]	4,177	339,746	39,283	3,517	271,231	32,666
Liquor stores	618	84,074	7,781	605	61,493	5,649
Jewelry stores	378	36,744	5,505	317	26,484	4,017
Book, stationery stores	210	16,741	3,000	212	14,753	2,575
Sporting goods, bicycle stores	113	5,643	645	75	5,376	790
Florists	297	9,656	1,532	286	7,694	1,204
Music stores	70	4,739	904	92	6,314	1,089
Camera, photographic supply stores	66	6,349	819	54	4,140	509
SELECTED SERVICE TRADES						
Hotels	115	41,900	15,138	136	40,945	13,179
Motion picture theaters	145	21,322	4,395	177	26,341	5,523

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,731 such establishments with sales of $154,713,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF BOSTON, THE ENTIRE CITY, AND THE BOSTON STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	2.7	23.9	39.2	35.1	43.2
Food stores	0.0	59.5	65.9	45.9	47.7
Eating, drinking places	3.7	7.0	9.1	15.5	18.6
Eating places	-1.7	3.8	8.0	18.1	24.6
Drinking places	36.0	16.5	11.3	8.5	5.1
General merchandise group	2.1	3.9	17.8	16.2	44.7
Department stores	3.0	(D)	(D)	14.0	50.9
Variety stores	-10.7	+1.1	14.5	14.5	22.5
General merchandise stores, n.e.c.	-26.7	(D)	(D)	47.0	66.0
Apparel, accessories stores	-13.1	-4.5	8.6	17.5	36.7
Shoe stores	0.1	18.5	57.2	27.0	46.4
Men's, boys' clothing and furnishings stores[3]	-22.0	-5.6	56.3	6.7	44.3
Family clothing stores[3]	-14.2	-22.8	-27.7	95.8	110.6
Women's clothing, specialty stores	-14.7	-9.6	-4.3	5.1	15.4
Ready-to-wear stores[3]	-24.0	-10.8	-9.1	1.8	16.4
All other apparel stores	-6.1	-1.0	8.0	3.5	12.5
Furniture, home furnishings, appliance dealers	49.5	13.4	-6.7	37.3	34.3
Furniture stores[3]	55.2	28.9	7.9	41.5	37.2
Other home furnishings stores[3]	90.7	-20.4	-37.8	22.6	16.8
Household appliance, radio, TV stores	37.9	9.1	-8.5	37.5	37.4
Automotive group	65.7	67.5	67.5	68.5	68.6
Passenger car dealers (franchised and nonfranchised)	(NA)	(D)	(NA)	70.6	(NA)
Tire, battery, accessory dealers	(NA)	(D)	(NA)	42.3	(NA)
Other automotive dealers	(NA)	(D)	(NA)	(D)	(NA)
Gasoline service stations	80.1	64.5	63.9	66.3	66.2
Lumber, building materials, hardware, farm equip. dealers	10.6	25.9	28.7	37.6	38.7
Hardware stores	29.1	21.9	19.4	30.5	30.6
Other	-25.0	28.6	33.8	40.4	41.5
Drug stores, proprietary stores	2.7	20.1	24.0	23.2	24.4
Other retail stores[4]	9.2	19.5	25.7	25.3	28.8
Liquor stores	17.6	40.1	46.5	36.7	38.8
Jewelry stores	28.5	40.7	83.2	38.7	51.4
Book, stationery stores	5.1	(D)	(D)	13.5	19.6
Sporting goods, bicycle stores	-41.5	(D)	(D)	5.0	40.1
Florists	-15.4	+0.9	5.5	25.5	29.6
Music stores	-27.6	-25.9	-23.9	-25.0	-23.2
Camera, photographic supply stores	59.8	(D)	(D)	53.4	50.9
SELECTED SERVICE TRADES					
Hotels	-0.5	(D)	(D)	2.3	4.6
Motion picture theaters	-12.0	-18.7	-25.3	-19.1	-21.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF BOSTON CITY AND OF BOSTON STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	34.8	41.9	15.2	20.0
Food stores	6.1	9.7	2.5	3.7
Eating, drinking places	36.5	37.7	18.7	20.8
Eating places	41.0	43.3	20.4	24.5
Drinking places	24.8	21.3	13.7	10.9
General merchandise group	86.9	88.4	58.8	66.9
Department stores	(D)	(D)	69.7	77.1
Variety stores	46.7	52.9	18.8	24.1
General merchandise stores, n.e.c.	(D)	(D)	16.6	26.2
Apparel, accessories stores	54.7	60.1	28.5	38.5
Shoe stores	57.3	67.9	33.0	41.9
Men's, boys' clothing and furnishings stores[2]	69.4	79.1	41.5	56.7
Family clothing stores[2]	40.4	36.4	5.2	11.9
Women's clothing, specialty stores	48.3	51.1	27.8	34.2
Ready-to-wear stores[2]	47.5	52.0	26.9	36.1
All other apparel stores	60.2	63.5	43.8	48.3
Furniture, home furnishings, appliance dealers	47.2	35.8	21.2	19.4
Furniture stores[2]	53.5	44.4	26.4	24.1
Other home furnishings stores[2]	32.4	13.5	12.2	7.8
Household appliance, radio, TV stores	47.8	37.8	19.6	19.5
Automotive group	1.1	1.2	0.3	0.4
Gasoline service stations	4.1	3.7	1.0	1.0
Lumber, building materials, hardware, farm equip. dealers	13.8	15.7	3.0	3.7
Hardware stores	26.8	25.3	8.6	8.7
Other	5.3	9.1	0.9	1.7
Drug stores, proprietary stores	12.3	14.5	4.7	5.7
Other retail stores[3]	34.4	37.6	15.7	18.0
Liquor stores	18.5	22.0	8.4	9.8
Jewelry stores	71.0	77.7	51.2	55.3
Book, stationery stores	62.9	(D)	38.9	42.0
Sporting goods, bicycle stores	54.1	(D)	24.0	43.1
Florists	18.5	22.1	6.1	9.1
Music stores	52.5	53.7	39.2	40.6
Camera, photographic supply stores	46.7	(D)	28.9	27.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF BOSTON, THE ENTIRE CITY, AND THE BOSTON STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	4.5	4.6	25.7	20.0	36.9	24.9
Eating, drinking places	10.6	10.5	10.1	11.7	8.7	10.1
Eating places	8.6	9.0	7.3	8.7	6.5	7.4
Drinking places	2.0	1.5	2.8	3.0	2.2	2.7
General merchandise group	48.9	49.2	19.6	23.3	12.6	14.7
Department stores	45.7	45.7	(D)	(D)	10.0	11.8
Variety stores	2.0	2.3	1.5	1.8	1.6	1.9
General merchandise stores, n.e.c	1.2	1.2	(D)	(D)	1.0	0.9
Apparel, accessories stores	14.9	17.6	9.4	12.2	7.9	9.1
Shoe stores	2.9	3.0	1.8	1.8	1.3	1.5
Men's, boys' clothing and furnishings stores[1]	3.9	5.1	2.1	2.2	1.4	1.5
Family clothing stores[1]	0.5	0.6	0.4	1.6	1.4	1.4
Women's clothing, specialty stores	5.7	6.8	4.1	5.2	3.1	3.8
Ready-to-wear stores[1]	4.7	6.3	3.4	4.7	2.6	3.3
All other apparel stores	1.9	2.1	1.1	1.4	0.7	0.9
Furniture, home furnishings, appliance dealers	6.3	4.3	4.6	5.1	4.5	4.5
Furniture stores[1]	3.7	2.5	2.4	2.4	2.1	2.1
Other home furnishings stores[1]	0.5	0.3	0.7	0.9	0.7	0.8
Household appliance, radio, TV stores	2.1	1.5	1.5	1.8	1.7	1.6
Automotive group	0.3	0.2	10.5	7.8	15.2	12.2
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	(D)	7.1	14.3	11.3
Tire, battery, accessory dealers	(NA)	(NA)	0.7	(D)	0.7	0.7
Other automotive dealers	(NA)	(NA)	(D)	(D)	(D)	0.2
Gasoline service stations	0.3	0.2	2.4	1.8	4.1	3.3
Lumber, building materials, hardware, farm equipment dealers	0.9	0.9	2.4	2.3	4.9	4.8
Hardware stores	0.7	0.6	1.0	0.9	1.3	1.3
Other	0.2	0.3	1.4	1.4	3.6	3.5
Drug stores, proprietary stores	1.0	1.0	2.9	2.9	3.3	3.6
Other retail stores[2]	12.3	11.5	12.4	12.9	11.9	12.8
Liquor stores	1.6	1.4	3.1	2.7	2.9	2.9
Jewelry stores	4.3	3.5	2.1	1.9	1.3	1.3
Book, stationery stores	1.5	1.5	0.8	(D)	0.6	0.7
Sporting goods, bicycle stores	0.3	0.5	0.2	(D)	0.2	0.3
Florists	0.2	0.2	0.3	0.3	0.3	0.4
Music stores	0.4	0.6	0.3	0.5	0.2	0.3
Camera, photographic supply stores	0.4	0.3	0.3	(D)	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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Bulletin CBD—34

CENTRAL BUSINESS DISTRICT STATISTICS



Houston, Texas

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** Uni States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishmen Single Units and Multiunits, Legal Form of Organization, M chandise Inventories, Credit Sales, etc. (Most chapters also separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** Uni States summary and separate chapters for each State, the Distr of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; w cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establi ments. (Chapters also are separate reports in bulletin series R–

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTI** United States summary and separate chapters, of statistics cla fied by kind of business and geographic areas, for: Size of Wh sale Establishments, Credit Sales, Warehouse Space, Commod Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTI** United States summary and separate chapters for each State, District of Columbia, Alaska, and Hawaii, of statistics by counti cities, and standard metropolitan areas, and by kind of busine with cross classifications by kind of business for standard met politan areas, and for counties and cities with 100 or more wh sale establishments. (Chapters also are separate reports bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMA STATISTICS.** United States summary and separate chapters statistics classified by kind of business and geographic areas, f Receipts Size of Establishments, Employment Size of Establi ments, Legal Form of Organization, Single Units and Multiun Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STAT TICS.** United States summary and separate chapters for e State, the District of Columbia, Alaska, and Hawaii, of statist by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard met politan area data.

TRADE BULLETINS.—Primarily a reorganization of busin data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

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For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Comme
Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses f Manufactures and Mineral Industries, was authorized by aw under Title 13, United States Code, section 131. These 954 Censuses covered businesses operated in continental Jnited States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted n Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholeale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, otels, and motion picture theaters in selected central busiess districts and related cities and standard metropolitan reas. The definition and map of the Central Business District for which data are shown in this bulletin and its elation to the Central City and Standard Metropolitan Area f which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area presenting their "Central Business District," it was necesry for the Bureau of the Census to arrange for the delineion of such districts before a program to tabulate 1954 ensus data for them could be implemented. The delineation Central Business Districts was accomplished with the operation of the Census Tract Committees in the large ties included in the Central Business District (CBD) rogram. In their work on the CBD's, the Census Tract ommittees obtained the representation of a variety of local terests, such as business firms and associations, newspapers, anning agencies, welfare organizations, local governmental odies, etc.

The objective of the CBD Program was stated, as follows, a letter from the Director of the Census Bureau to th act Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

ecause there are no generally accepted rules for determining hat a CBD area should include or exclude, the Census ureau did not provide rigid specifications for defining the BD but (1) provided a general characterization of the BD, describing it as "an area of very high land valuation, area characterized by a high concentration of retail busisses, offices, theaters, hotels, and 'service' businesses, and area of high traffic flow"; and (2) required that the BD ordinarily should be defined to follow existing tract es, i. e., to consist of one or more whole Census tracts. e emphasis put on tracts was based on the anticipation at other Census statistics than those derived from the 54 Census of Business would also [eventually] be tabulated CBD's. It was recognized that tract basis for CBD's ght lead to the inclusion of some land area not properly thin a strictly defined CBD or to the exclusion of a small rtion of what should be in the CBD. It was believed that s limitation generally would not prove to be serious as difference in area probably would not significantly alter magnitudes being measured. Provision, however, was de for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

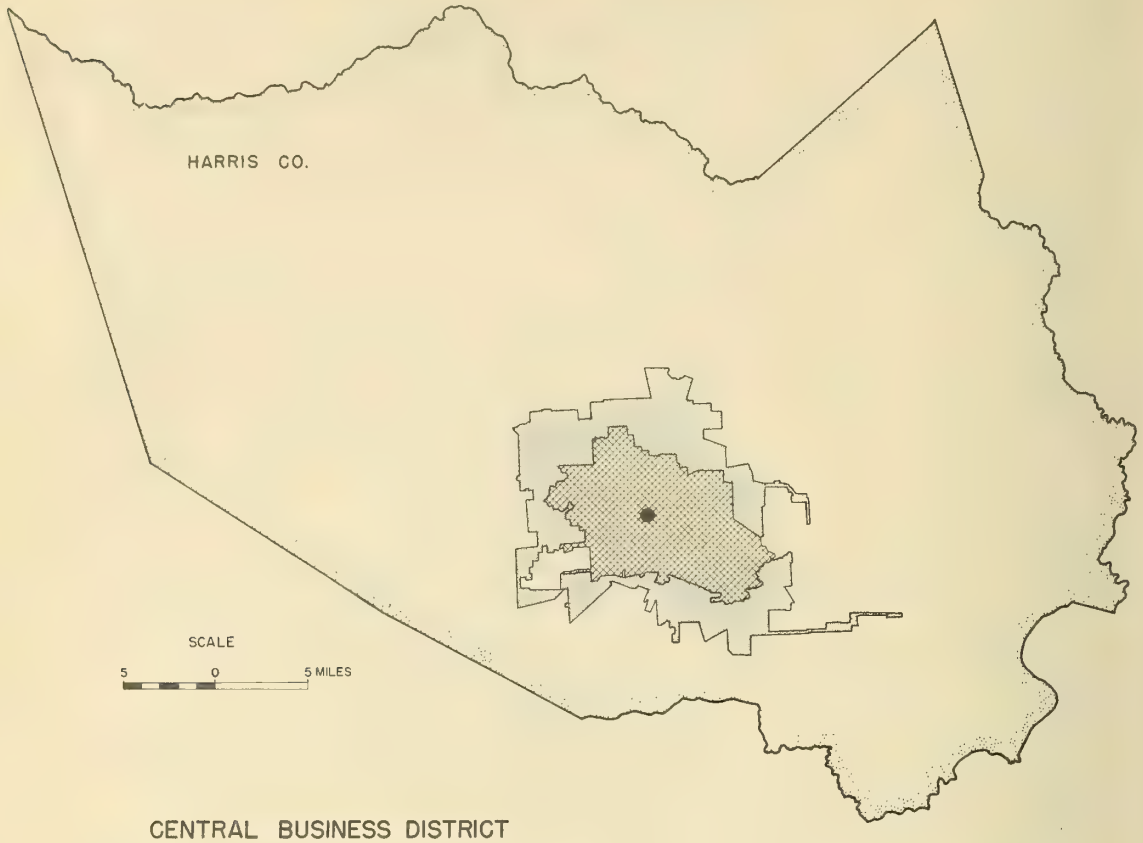
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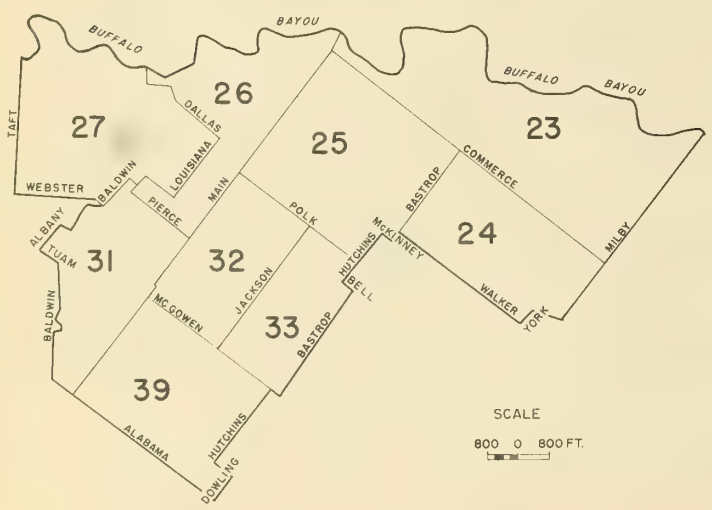
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HOUSTON, TEXAS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT





- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- 23 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF HOUSTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,387	379,902	53,284	1,585	344,657	45,076
Food stores	154	21,695	1,593	223	25,476	1,592
Eating, drinking places	348	18,900	3,703	392	20,127	4,405
Eating places	242	15,731	3,250	279	17,206	3,928
Drinking places	104	3,157	453	113	2,921	477
General merchandise group	29	78,360	14,110	40	66,643	9,811
Department stores	5	59,639	11,355	4	(D)	(D)
Variety stores	4	11,699	1,975	12	7,688	1,091
General merchandise stores, n.e.c.	20	7,022	780	24	(D)	(D)
Apparel, accessories stores	197	53,564	9,336	175	57,255	7,710
Shoe stores	53	10,914	1,533	33	9,026	1,235
Men's, boys' clothing and furnishings stores[3]	40	9,838	1,806	44	10,368	1,348
Family clothing stores[3]	16	11,439	2,266	16	14,121	1,923
Women's clothing, specialty stores	64	19,922	3,517	55	21,970	2,857
Ready-to-wear stores[3]	34	14,366	2,497	32	20,208	2,620
All other apparel stores	17	1,402	214	26	1,750	347
Furniture, home furnishings, appliance dealers	99	26,465	4,396	103	22,641	4,048
Furniture stores[3]	47	20,112	3,223	50	17,013	3,163
Other home furnishings stores[3]	25	3,175	765	31	2,338	405
Household appliance, radio, TV stores	18	2,840	408	18	3,144	480
Automotive group	93	120,403	10,980	106	88,896	8,646
Passenger car dealers (franchised & nonfranchised)	61	111,888	9,791	70	81,335	7,712
Tire, battery, accessory dealers	21	5,212	834	27	5,386	750
Other automotive dealers	11	3,303	355	9	2,175	184
Gasoline service stations	89	5,938	709	92	4,889	583
Lumber, building materials, hardware, farm equip. dealers	23	8,094	1,090	37	9,672	1,453
Hardware stores	4	1,068	153	9	614	53
Other	19	7,026	937	28	9,058	1,400
Drug stores, proprietary stores	60	9,670	1,835	61	9,335	1,495
Other retail stores[4]	295	36,813	5,532	356	39,723	5,333
Liquor stores	40	4,565	333	83	7,055	449
Jewelry stores	51	11,109	1,876	48	9,798	1,540
Book, stationery stores	17	3,996	708	21	4,113	817
Sporting goods, bicycle stores	8	3,454	551	14	2,957	274
Florists	17	617	141	22	845	151
Music stores	16	4,015	758	19	2,902	426
Camera, photographic supply stores	8	2,583	235	7	1,890	195
SELECTED SERVICE TRADES						
Hotels	62	9,879	3,150	74	9,597	2,737
Motion picture theaters	11	3,088	561	10	2,711	420

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF HOUSTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	7,032	1,035,297	119,616	5,477	682,755	77,218
Food stores	1,448	233,494	15,177	1,279	140,355	7,842
Eating, drinking places	1,596	67,557	12,753	1,263	45,628	9,007
Eating places	1,000	54,970	11,448	814	37,841	8,006
Drinking places	584	12,451	1,305	449	7,787	1,001
General merchandise group	172	140,422	21,369	146	102,938	14,347
Department stores	8	(D)	(D)	6	75,981	11,033
Variety stores	72	17,086	2,696	63	12,912	1,793
General merchandise stores, n.e.c	92	(D)	(D)	77	14,045	1,521
Apparel, accessories stores	398	74,613	12,028	280	64,443	8,438
Shoe stores	110	16,197	2,230	47	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	65	12,233	2,187	55	11,090	1,438
Family clothing stores[3]	38	19,124	3,243	38	17,265	2,243
Women's clothing, specialty stores	128	24,180	4,049	92	(D)	(D)
Ready-to-wear stores[3]	80	18,093	2,980	58	21,873	2,774
All other apparel stores	43	2,605	319	46	(D)	(D)
Furniture, home furnishings, appliance dealers	435	61,779	9,211	344	44,265	6,855
Furniture stores[3]	157	42,106	6,121	133	25,170	4,172
Other home furnishings stores[3]	85	8,273	1,663	59	(D)	910
Household appliance, radio, TV stores	129	10,594	1,427	98	13,289	1,773
Automotive group	401	205,191	18,623	271	125,055	11,614
Passenger car dealers (franchised & nonfranchised)	234	178,534	14,925	167	111,376	9,953
Tire, battery, accessory dealers	134	19,570	2,840	84	10,797	1,442
Other automotive dealers	33	7,087	858	20	2,882	219
Gasoline service stations	828	63,032	6,653	496	23,427	2,579
Lumber, building materials, hardware, farm equip. dealers	340	68,303	7,787	273	51,451	6,109
Hardware stores	92	7,016	813	61	3,531	293
Other	248	61,287	6,974	212	47,920	5,816
Drug stores, proprietary stores	272	32,707	5,173	233	21,752	3,127
Other retail stores[4]	1,142	88,199	10,842	892	63,441	7,300
Liquor stores	308	27,172	1,624	309	17,323	912
Jewelry stores	115	13,711	2,224	68	10,647	1,638
Book, stationery stores	31	8,054	1,772	30	4,173	793
Sporting goods, bicycle stores	51	4,694	674	26	(D)	(D)
Florists	115	3,093	491	99	2,610	396
Music stores	27	4,546	826	33	(D)	(D)
Camera, photographic supply stores	12	2,746	247	11	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	80	16,460	5,543	97	10,693	3,064
Motion picture theaters	52	7,958	1,601	48	6,302	1,146

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 459 such establishments with sales of $17,675,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
HOUSTON STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	8,584	1,194,837	133,688	7,451	803,857	86,760
Food stores	1,761	291,368	18,833	1,789	179,595	9,576
Eating, drinking places	1,877	75,455	14,132	1,687	55,121	10,378
Eating places	1,167	60,957	12,667	1,050	44,840	9,230
Drinking places	694	14,334	1,465	637	10,281	1,148
General merchandise group	221	149,420	22,421	242	109,123	14,905
Department stores	9	101,335	16,672	6	75,981	11,033
Variety stores	88	18,816	2,945	108	14,630	2,020
General merchandise stores, n.e.c.	124	29,269	2,804	128	18,512	1,852
Apparel, accessories stores	470	79,982	12,525	337	67,919	8,678
Shoe stores	123	17,020	2,320	54	10,351	1,360
Men's, boys' clothing and furnishings stores[3]	74	13,189	2,253	60	11,473	1,459
Family clothing stores[3]	53	20,779	3,405	58	19,302	2,409
Women's clothing, specialty stores	149	25,693	4,208	108	24,343	3,057
Ready-to-wear stores[3]	95	19,460	3,117	70	22,330	2,811
All other apparel stores	53	2,995	339	53	2,384	393
Furniture, home furnishings, appliance dealers	519	69,010	10,137	419	51,601	7,853
Furniture stores[3]	181	45,439	6,598	157	28,880	4,774
Other home furnishings stores[3]	93	8,573	1,703	61	5,252	972
Household appliance, radio, TV stores	177	14,130	1,836	140	16,616	2,107
Automotive group	476	231,049	20,664	354	139,018	12,899
Passenger car dealers (franchised & nonfranchised)	279	201,541	16,620	215	123,047	10,942
Tire, battery, accessory dealers	160	22,169	3,150	115	12,772	1,647
Other automotive dealers	37	(D)	(D)	24	3,199	310
Gasoline service stations	1,087	78,247	8,226	760	34,519	3,494
Lumber, building materials, hardware, farm equip. dealers	466	83,160	9,042	412	68,710	7,612
Hardware stores	126	9,486	1,053	106	6,042	474
Other	340	73,674	7,989	306	62,668	7,138
Drug stores, proprietary stores	333	38,218	5,907	298	25,867	3,608
Other retail stores[4]	1,374	98,928	11,801	1,153	72,384	7,757
Liquor stores	359	29,858	1,693	413	20,596	1,028
Jewelry stores	138	14,754	2,368	88	11,318	1,707
Book, stationery stores	41	8,282	1,787	35	4,246	801
Sporting goods, bicycle stores	59	(D)	(D)	28	3,443	305
Florists	139	3,759	580	121	2,966	433
Music stores	28	(D)	(D)	35	3,460	485
Camera, photographic supply stores	13	(D)	(D)	13	2,088	203
SELECTED SERVICE TRADES						
Hotels	94	16,599	5,560	106	10,746	3,096
Motion picture theaters	70	9,045	1,811	73	7,704	1,460

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 512 such establishments with sales of $18,743,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF HOUSTON, THE ENTIRE CITY, AND THE HOUSTON STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	10.2	51.6	93.8	48.6	77.5
Food stores	-14.9	66.4	84.4	62.2	75.0
Eating, drinking places	-6.1	48.1	90.8	36.9	61.6
Eating places	-8.6	45.3	90.2	35.9	63.7
Drinking places	8.1	59.9	91.0	39.4	51.9
General merchandise group	17.6	36.4	71.0	36.9	67.3
Department stores	16.2	(D)	(D)	33.4	69.1
Variety stores	52.2	32.3	3.1	28.6	2.5
General merchandise stores, n.e.c.	-8.0	(D)	(D)	58.1	104.5
Apparel, accessories stores	-6.5	15.8	192.8	17.8	147.7
Shoe stores	20.9	(D)	(D)	64.4	360.8
Men's, boys' clothing and furnishings stores[3]	-5.1	10.3	231.7	15.0	203.3
Family clothing stores[3]	-19.0	10.8	144.4	7.7	80.3
Women's clothing, specialty stores	-9.3	(D)	(D)	5.5	143.3
Ready-to-wear stores[3]	-28.9	-17.3	123.8	-12.9	140.1
All other apparel stores	-19.9	(D)	(D)	25.6	151.3
Furniture, home furnishings, appliance dealers	16.9	39.6	63.3	33.7	46.9
Furniture stores[3]	18.2	67.3	269.6	57.3	113.4
Other home furnishings stores[3]	35.8	(D)	(D)	63.2	85.2
Household appliance, radio, TV stores	-9.4	-20.3	-23.7	-15.0	-16.3
Automotive group	35.4	64.1	134.5	66.2	120.8
Passenger car dealers (franchised and nonfranchised)	37.6	60.3	121.9	63.8	114.9
Tire, battery, accessory dealers	-3.2	81.3	165.3	73.6	129.6
Other automotive dealers	51.9	145.9	435.2	(D)	(D)
Gasoline service stations	21.5	169.1	208.0	126.7	144.0
Lumber, building materials, hardware, farm equip. dealers	-16.3	32.8	44.1	21.0	27.1
Hardware stores	73.9	98.7	103.9	57.0	55.4
Other	-22.4	27.9	39.6	17.6	24.3
Drug stores, proprietary stores	3.6	50.4	85.5	47.7	72.7
Other retail stores[4]	-7.3	39.0	116.7	36.7	90.2
Liquor stores	-35.3	56.9	120.2	45.0	86.8
Jewelry stores	13.4	28.8	206.5	30.4	139.8
Book, stationery stores	-2.9	93.0	6663.3	95.1	3122.6
Sporting goods, bicycle stores	16.8	(D)	(D)	(D)	(D)
Florists	-27.0	18.5	40.3	26.7	48.1
Music stores	38.4	(D)	(D)	(D)	(D)
Camera, photographic supply stores	36.7	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	2.9	53.9	500.4	54.5	484.9
Motion picture theaters	13.9	26.3	35.6	17.4	19.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF HOUSTON CITY AND OF HOUSTON STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	36.7	50.5	31.8	42.9
Food stores	9.3	18.2	7.4	14.2
Eating, drinking places	28.0	44.1	25.0	36.5
Eating places	28.6	45.5	25.8	38.4
Drinking places	25.4	37.5	22.0	28.4
General merchandise group	55.8	64.7	52.4	61.1
Department stores	(D)	67.5	58.9	67.5
Variety stores	68.5	59.5	62.2	52.5
General merchandise stores, n.e.c	(D)	54.4	24.0	41.2
Apparel, accessories stores	71.8	88.8	67.0	84.3
Shoe stores	67.4	(D)	64.1	87.2
Men's, boys' clothing and furnishings stores[2]	80.4	93.5	74.6	90.4
Family clothing stores[2]	59.8	81.8	55.1	73.2
Women's clothing, specialty stores	82.4	(D)	77.5	90.3
Ready-to-wear stores[2]	79.4	92.4	73.8	90.5
All other apparel stores	53.8	(D)	46.8	73.4
Furniture, home furnishings, appliance dealers	42.8	51.1	39.8	43.9
Furniture stores[2]	47.8	67.6	44.3	58.9
Other home furnishings stores[2]	38.4	(D)	37.0	44.5
Household appliance, radio, TV stores	26.9	23.7	20.2	18.9
Automotive group	58.7	71.1	52.1	63.9
Passenger car dealers (franchised and nonfranchised)	62.7	73.0	55.5	66.1
Tire, battery, accessory dealers	26.6	49.9	23.5	42.2
Other automotive dealers	46.6	75.5	(D)	68.0
Gasoline service stations	9.4	20.9	7.6	14.2
Lumber, building materials, hardware, farm equip. dealers	11.9	18.8	9.7	14.1
Hardware stores	15.2	17.4	11.3	10.2
Other	11.5	18.9	9.5	14.5
Drug stores, proprietary stores[3]	29.6	42.9	25.3	36.1
Other retail stores	41.7	62.6	37.2	54.9
Liquor stores	16.8	40.7	15.3	34.3
Jewelry stores	81.0	92.0	75.3	86.6
Book, stationery stores	49.6	99.0	48.2	96.9
Sporting goods, bicycle stores	73.6	(D)	(D)	85.9
Florists	19.9	32.4	16.4	28.5
Music stores	88.3	(D)	(D)	83.9
Camera, photographic supply stores	94.1	(D)	(D)	90.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 10. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF HOUSTON, THE ENTIRE CITY, AND THE HOUSTON STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	5.7	7.4	22.5	20.6	24.4	22.4
Eating, drinking places	4.9	5.8	6.5	6.7	6.3	6.9
Eating places	4.1	5.0	5.3	5.5	5.1	5.6
Drinking places	0.8	0.8	1.2	1.2	1.2	1.3
General merchandise group	20.6	19.3	13.6	15.1	12.5	13.6
Department stores	15.7	14.9	(D)	11.1	8.5	9.5
Variety stores	3.1	2.2	1.7	1.9	1.6	1.8
General merchandise stores, n.e.c.	1.8	2.2	(D)	2.1	2.4	2.3
Apparel, accessories stores	14.0	16.6	7.2	9.4	6.7	8.4
Shoe stores	2.8	2.6	1.6	(D)	1.4	1.3
Men's, boys' clothing and furnishings stores[1]	2.6	3.0	1.2	1.6	1.1	1.4
Family clothing stores[1]	3.0	4.1	1.8	2.5	1.7	2.4
Women's clothing, specialty stores	5.2	6.4	2.3	(D)	2.2	3.0
Ready-to-wear stores[1]	3.8	5.9	1.7	3.2	1.6	2.8
All other apparel stores	0.4	0.5	0.3	(D)	0.3	0.3
Furniture, home furnishings, appliance dealers	6.9	6.6	6.0	6.5	5.8	6.4
Furniture stores[1]	5.3	4.9	4.2	3.8	3.8	3.6
Other home furnishings stores[1]	0.8	0.7	0.8	(D)	0.8	0.7
Household appliance, radio, TV stores	0.8	1.0	1.0	1.9	1.2	2.1
Automotive group	31.7	25.8	19.8	18.3	19.3	17.3
Passenger car dealers (franchised and nonfranchised)	29.5	23.6	17.2	16.3	16.9	15.3
Tire, battery, accessory dealers	1.4	1.6	1.9	1.6	1.9	1.6
Other automotive dealers	0.8	0.6	0.7	0.4	(D)	0.4
Gasoline service stations	1.6	1.4	6.1	3.4	6.5	4.3
Lumber, building materials, hardware, farm equipment dealers	2.1	2.8	6.6	7.5	7.0	8.5
Hardware stores	0.3	0.2	0.7	0.5	0.8	0.8
Other	1.8	2.6	5.9	7.0	6.2	7.7
Drug stores, proprietary stores	2.5	2.7	3.2	3.2	3.2	3.2
Other retail stores[2]	10.0	11.6	8.5	9.3	8.3	9.0
Liquor stores	1.2	2.0	2.6	2.5	2.5	2.6
Jewelry stores	2.9	2.8	1.3	1.6	1.2	1.4
Book, stationery stores	1.1	1.2	0.8	0.6	0.7	0.5
Sporting goods, bicycle stores	0.9	0.9	0.5	(D)	(D)	0.4
Florists	0.2	0.2	0.3	0.4	0.3	0.4
Music stores	1.1	0.8	0.4	(D)	(D)	0.4
Camera, photographic supply stores	0.7	0.5	0.3	(D)	(D)	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—35

CENTRAL BUSINESS DISTRICT STATISTICS



Oakland, California

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Oakland, California

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OAKLAND, CALIFORNIA CENTRAL BUSINESS DISTRICT

SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

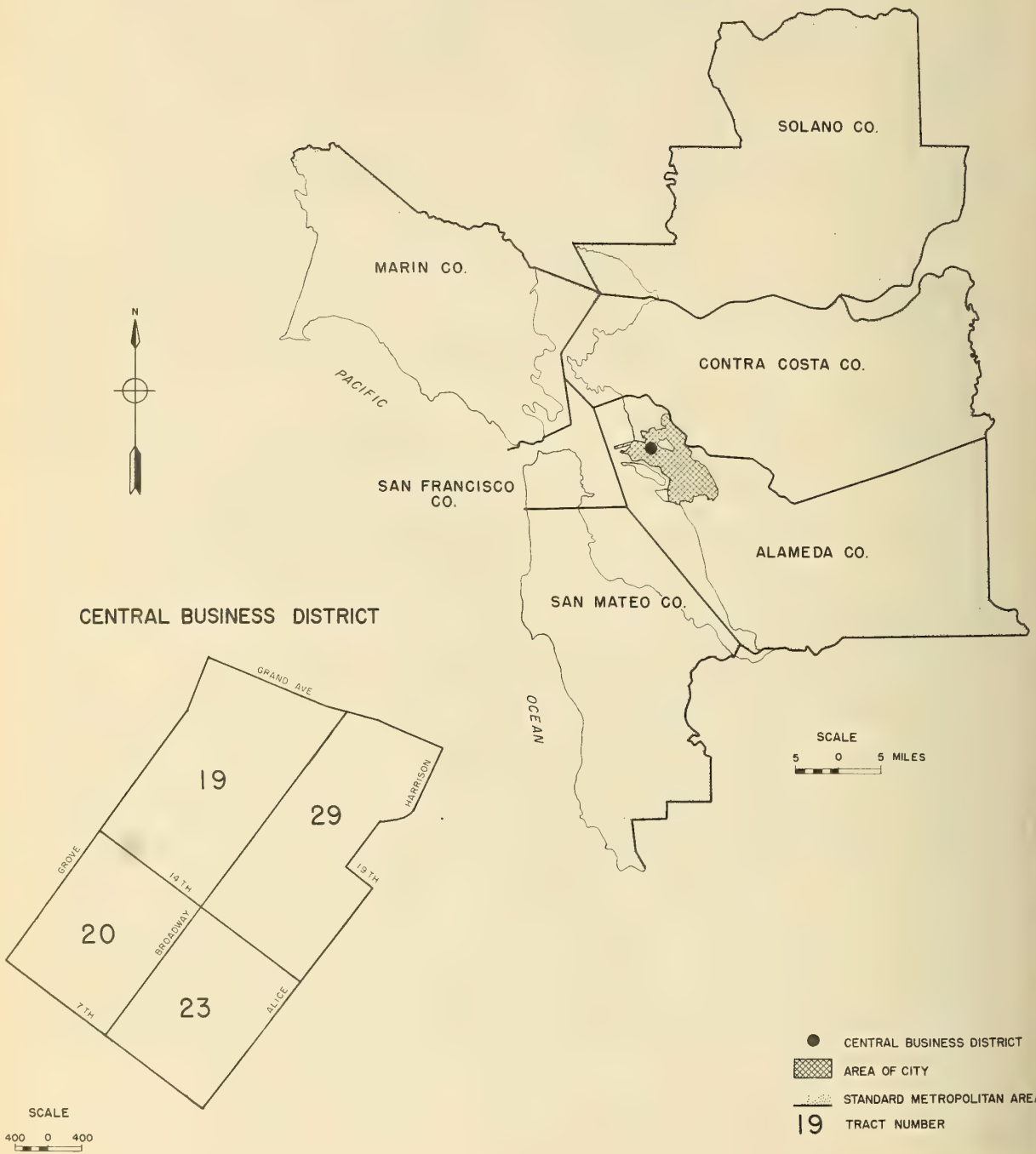


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF OAKLAND

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	881	186,590	32,078	1,038	185,472	30,588
Food stores	93	19,001	2,229	119	15,839	1,582
Eating, drinking places	217	13,509	3,814	276	15,677	4,193
Eating places	143	9,289	2,728	181	10,806	3,000
Drinking places	74	4,220	1,086	95	4,871	1,193
General merchandise group	19	49,317	8,880	26	56,209	9,432
Department stores	4	(D)	(D)	6	49,343	8,144
Variety stores	8	4,825	1,108	9	5,509	1,060
General merchandise stores, n.e.c.	7	(D)	(D)	11	1,357	228
Apparel, accessories stores	178	35,391	6,749	187	38,504	6,289
Shoe stores	43	6,435	1,161	35	6,042	983
Men's, boys' clothing and furnishings stores[3]	30	8,718	1,923	36	10,217	1,714
Family clothing stores[3]	5	3,513	637	6	5,251	760
Women's clothing, specialty stores	63	15,234	2,751	61	15,035	2,455
Ready-to-wear stores[3]	34	13,466	2,476	37	13,931	2,308
All other apparel stores	33	1,417	277	41	1,825	377
Furniture, home furnishings, appliance dealers	61	25,461	3,886	78	21,389	3,781
Furniture stores[3]	28	19,062	3,015	28	17,295	3,199
Other home furnishings stores[3]	7	2,673	395	16	1,182	113
Household appliance, radio, TV stores	21	3,605	476	31	2,804	469
Automotive group	7	10,911	1,565	10	7,684	1,024
Gasoline service stations	32	2,719	292	39	1,920	203
Lumber, building materials, hardware, farm equip. dealers	16	4,641	712	20	3,866	626
Drug stores, proprietary stores	25	7,403	959	25	5,775	970
Other retail stores[4]	233	18,237	2,992	258	18,609	2,488
Jewelry stores	48	8,263	1,576	55	7,933	976
Book, stationery stores	10	1,499	357	8	1,672	395
Sporting goods, bicycle stores	10	736	62	7	340	41
Florists	12	375	39	11	463	72
Music stores	12	1,984	313	9	2,090	352
Camera, photographic supply stores	3	310	35	5	346	44
SELECTED SERVICE TRADES						
Hotels	53	2,590	992	73	2,458	719
Motion picture theaters	13	3,514	789	13	4,595	790

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF OAKLAND

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,600	553,735	73,272	5,058	504,533	65,430
Food stores	1,125	127,900	9,844	1,242	111,791	7,524
Eating, drinking places	1,044	51,445	12,450	1,199	45,745	10,500
Eating places	673	34,658	9,401	775	29,928	7,379
Drinking places	371	16,787	3,049	525	15,817	3,121
General merchandise group	131	79,742	13,236	123	84,177	13,558
Department stores	6	66,876	11,349	8	(D)	(D)
Variety stores	90	8,998	1,529	83	8,460	1,452
General merchandise stores, n.e.c.	33	(D)	358	32	(D)	(D)
Apparel, accessories stores	375	45,055	7,860	395	47,168	7,238
Shoe stores	79	8,756	1,443	68	7,564	1,175
Men's, boys' clothing and furnishings stores[3]	46	9,914	2,064	47	11,533	1,909
Family clothing stores[3]	12	4,551	769	22	6,583	919
Women's clothing, specialty stores	154	19,426	3,202	149	18,656	2,821
Ready-to-wear stores[3]	81	16,816	2,882	86	17,104	2,663
All other apparel stores	68	2,246	382	83	2,320	414
Furniture, home furnishings, appliance dealers	273	45,886	6,840	278	37,577	5,823
Furniture stores[3]	79	28,810	4,422	84	24,347	4,094
Other home furnishings stores[3]	51	6,647	1,165	41	3,585	542
Household appliance, radio, TV stores	109	9,625	1,253	113	8,899	1,187
Automotive group	210	92,043	10,144	234	76,436	8,466
Passenger car dealers (franchised & nonfranchised)	129	81,706	8,631	169	70,375	7,792
Tire, battery, accessory dealers	63	7,881	1,338	46	3,879	535
Other automotive dealers	16	2,406	175	19	2,182	139
Gasoline service stations	387	29,560	2,811	464	19,795	1,974
Lumber, building materials, hardware, farm equip. dealers	144	19,962	2,496	144	26,562	4,100
Hardware stores	60	7,201	1,076	70	6,607	894
Other	84	9,650	991	74	19,955	3,206
Drug stores, proprietary stores	130	18,836	2,374	160	15,821	2,214
Other retail stores[4]	781	43,306	5,217	819	39,461	4,033
Liquor stores	179	13,008	694	213	10,982	432
Jewelry stores	81	8,865	1,653	77	8,334	1,003
Book, stationery stores	31	2,383	506	17	1,864	411
Sporting goods, bicycle stores	35	2,037	189	39	1,426	116
Florists	51	1,750	233	54	1,492	191
Music stores	29	2,632	415	27	2,643	418
Camera, photographic supply stores	12	551	50	18	841	120
SELECTED SERVICE TRADES						
Hotels	85	3,835	1,387	108	3,806	1,145
Motion picture theaters	31	5,508	1,226	36	7,212	1,309

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 227 such establishments with sales of $31,432,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	25,366	2,958,649	378,568	24,125	2,300,684	296,834
Food stores	5,778	767,719	57,688	5,663	571,955	38,384
Eating, drinking places	5,942	318,891	79,764	5,910	262,663	63,228
Eating places	3,814	225,533	62,797	3,516	172,583	45,587
Drinking places	2,110	93,148	16,967	2,394	90,080	17,641
General merchandise group	779	336,177	56,837	649	(D)	(D)
Department stores	39	252,977	44,552	32	(D)	(D)
Variety stores	431	48,333	8,569	381	36,574	6,066
General merchandise stores, n.e.c.	303	34,607	3,716	236	25,984	2,755
Apparel, accessories stores	1,994	223,085	34,938	2,036	209,226	31,721
Shoe stores	373	38,039	5,749	293	30,319	4,523
Men's, boys' clothing and furnishings stores[3]	286	47,343	7,190	270	45,295	6,348
Family clothing stores[3]	88	25,842	4,023	95	25,709	3,437
Women's clothing, specialty stores	796	93,259	15,606	818	90,108	14,973
Ready-to-wear stores[3]	410	79,751	14,070	450	81,549	14,059
All other apparel stores	219	10,595	1,779	412	14,499	2,440
Furniture, home furnishings, appliance dealers	1,610	194,251	27,622	1,350	152,714	23,808
Furniture stores[3]	400	99,038	15,299	330	93,682	14,723
Other home furnishings stores	282	30,127	4,440	224	19,443	3,563
Household appliance, radio, TV stores	656	59,798	7,883	557	41,381	5,522
Automotive group	1,010	471,767	49,725	925	331,844	35,527
Passenger car dealers (franchised & nonfranchised)	659	435,750	44,606	647	303,818	31,484
Tire, battery, accessory dealers	264	27,872	4,460	211	21,009	3,221
Other automotive dealers	81	8,001	659	67	7,017	822
Gasoline service stations	2,173	178,170	17,919	2,036	100,973	10,158
Lumber, building materials, hardware, farm equip. dealers	949	128,542	15,234	845	117,898	15,573
Hardware stores	399	33,479	3,899	381	30,153	3,410
Other	550	95,063	11,335	464	87,745	12,163
Drug stores, proprietary stores	775	94,680	12,303	777	73,017	9,567
Other retail stores[4]	4,356	245,367	26,538	3,934	(D)	(D)
Liquor stores	805	69,182	3,555	781	50,466	2,218
Jewelry stores	439	34,485	5,379	407	28,072	3,398
Book, stationery stores	248	16,544	992	183	15,255	2,777
Sporting goods, bicycle stores	199	11,754	1,029	180	6,814	598
Florists	284	9,983	1,502	277	8,209	1,174
Music stores	141	9,423	1,240	144	10,672	1,383
Camera, photographic supply stores	90	8,564	989	101	6,464	739
SELECTED SERVICE TRADES						
Hotels	661	58,000	22,201	765	56,655	18,910
Motion picture theaters	208	31,757	6,747	225	32,488	6,958

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,152 such establishments with sales of $61,698,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF OAKLAND, THE ENTIRE CITY, AND THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	.0.6	9.8	15.1	28.6	31.1
Food stores	20.0	14.4	13.5	34.2	34.6
Eating, drinking places	-13.8	12.5	26.2	21.4	23.6
Eating places	-14.0	15.8	32.7	30.7	33.7
Drinking places	-13.4	6.1	14.8	3.4	4.4
General merchandise group	-12.3	-5.3	8.8	(D)	(D)
Department stores	-11.7	(D)	(D)	(D)	(D)
Variety stores	-12.4	6.4	41.4	32.2	40.1
General merchandise stores, n.e.c	-30.8	(D)	(D)	33.2	36.7
Apparel, accessories stores	-8.1	-4.5	11.5	6.6	9.9
Shoe stores	-14.7	15.8	52.5	25.5	30.2
Men's, boys' clothing and furnishings stores[3]	-6.5	-14.0	-9.1	4.5	9.9
Family clothing stores[3]	-33.1	-30.9	-22.1	0.5	9.1
Women's clothing, specialty stores	1.3	4.1	15.8	3.5	3.9
Ready-to-wear stores[3]	-3.3	-1.7	5.6	-2.2	-2.0
All other apparel stores	-22.4	-3.2	67.5	-26.7	-27.6
Furniture, home furnishings, appliance dealers	14.4	22.1	26.2	27.2	28.5
Furniture stores[3]	10.2	18.3	38.2	5.7	4.7
Other home furnishings stores[3]	136.1	85.4	65.4	55.0	50.3
Household appliance, radio, TV stores	28.6	8.2	-1.2	44.5	45.7
Automotive group	42.0	20.4	18.0	42.2	42.2
Passenger car dealers (franchised and nonfranchised)	(NA)	16.1	(NA)	43.4	(NA)
Tire, battery, accessory dealers	(NA)	103.2	(NA)	32.7	(NA)
Other automotive dealers	(NA)	10.3	(NA)	14.0	(NA)
Gasoline service stations	41.6	49.3	50.2	76.5	77.1
Lumber, building materials, hardware, farm equip. dealers	20.0	-24.9	-32.5	9.0	8.7
Hardware stores	(NA)	9.0	(NA)	11.0	(NA)
Other	(NA)	-51.7	(NA)	8.3	(NA)
Drug stores, proprietary stores	28.2	19.1	13.8	29.7	29.7
Other retail stores[4]	-2.0	9.7	20.2	(D)	(D)
Liquor stores	(NA)	18.4	(NA)	37.1	(NA)
Jewelry stores	4.2	6.4	50.1	22.8	30.2
Book, stationery stores	-10.4	27.8	360.4	8.4	10.8
Sporting goods, bicycle stores	116.5	42.8	19.8	72.5	70.2
Florists	-19.0	17.3	33.6	21.6	24.0
Music stores	-5.1	-0.4	17.2	-11.7	-13.3
Camera, photographic supply stores	-10.4	-34.5	-51.3	32.5	34.9
SELECTED SERVICE TRADES					
Hotels	5.4	0.8	-7.6	2.4	2.2
Motion picture theaters	-23.5	-23.6	-23.8	-2.3	1.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF OAKLAND CITY AND OF SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	33.7	36.8	6.3	8.1
Food stores	14.9	14.2	2.5	2.8
Eating, drinking places	26.3	34.3	4.2	6.0
Eating places	26.8	36.1	4.1	6.3
Drinking places	25.1	30.8	4.5	4.8
General merchandise group	61.8	66.8	14.7	(D)
Department stores	65.1	(D)	17.2	(D)
Variety stores	53.6	65.1	10.0	15.1
General merchandise stores, n.e.c	(D)	(D)	2.7	5.2
Apparel, accessories stores	78.6	81.6	15.9	18.4
Shoe stores	73.5	79.9	16.9	19.9
Men's, boys' clothing and furnishings stores[2]	87.9	88.6	18.5	22.6
Family clothing stores[2]	77.2	79.8	13.6	20.4
Women's clothing, specialty stores	78.4	80.6	16.3	16.7
Ready-to-wear stores[2]	80.1	81.4	16.9	17.1
All other apparel stores	63.1	78.7	13.4	12.6
Furniture, home furnishings, appliance dealers	55.5	56.9	13.1	14.0
Furniture stores[2]	66.2	71.0	19.2	18.5
Other home furnishings stores[2]	40.2	33.0	8.7	6.1
Household appliance, radio, TV stores	37.5	31.5	6.0	6.8
Automotive group	11.9	10.1	2.3	2.3
Gasoline service stations	9.2	9.7	1.5	1.9
Lumber, building materials, hardware, farm equip. dealers	23.2	14.6	3.6	3.3
Drug stores, proprietary stores	39.3	36.5	7.8	7.9
Other retail stores[3]	42.1	47.2	7.4	(D)
Jewelry stores	93.2	95.2	24.0	28.3
Book, stationery stores	62.9	89.7	9.1	11.0
Sporting goods, bicycle stores	36.1	23.8	6.3	5.0
Florists	21.4	31.0	3.8	5.6
Music stores	75.4	79.1	21.1	19.6
Camera, photographic supply stores	56.3	41.1	3.6	5.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF OAKLAND, THE ENTIRE CITY, AND THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	10.2	8.5	23.2	22.2	25.9	24.9
Eating, drinking places	7.2	8.5	9.3	9.1	10.8	11.4
Eating places	4.9	5.8	6.3	5.9	7.6	7.5
Drinking places	2.3	2.7	3.0	3.2	3.2	3.9
General merchandise group	26.4	30.3	14.4	16.7	11.4	(D)
Department stores	23.3	26.6	12.1	...	8.6	(D)
Variety stores	2.6	3.0	1.6	1.7	1.6	1.6
General merchandise stores, n.e.c	0.5	0.7	(D)	...	1.2	1.1
Apparel, accessories stores	19.0	20.8	8.1	9.3	7.5	9.1
Shoe stores	3.4	3.3	1.6	1.5	1.3	1.3
Men's, boys' clothing and furnishings stores[1]	4.7	5.6	1.8	2.3	1.6	2.0
Family clothing stores[1]	1.9	2.8	0.8	1.3	0.9	1.1
Women's clothing, specialty stores	8.2	8.1	3.5	3.7	3.2	3.9
Ready-to-wear stores[1]	7.2	7.5	3.0	3.4	2.7	3.5
All other apparel stores	0.8	1.0	0.4	0.5	0.4	0.6
Furniture, home furnishings, appliance dealers	13.6	11.5	8.3	7.5	6.6	6.6
Furniture stores[1]	10.3	9.3	5.2	4.8	3.3	4.0
Other home furnishings stores[1]	1.4	0.6	1.2	0.7	1.0	0.8
Household appliance, radio, TV stores	1.9	1.6	1.7	1.8	2.0	1.8
Automotive group	5.8	4.1	16.6	15.1	15.9	14.4
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	14.8	13.9	14.7	13.2
Tire, battery, accessory dealers	(NA)	(NA)	1.4	0.8	0.9	0.9
Other automotive dealers	(NA)	(NA)	0.4	0.4	0.3	0.3
Gasoline service stations	1.5	1.0	5.3	3.9	6.0	4.4
Lumber, building materials, hardware, farm equipment dealers	2.5	2.1	3.6	5.3	4.3	5.1
Hardware stores	(NA)	(NA)	1.8	1.3	1.1	1.3
Other	(NA)	(NA)	1.8	4.0	3.2	3.8
Drug stores, proprietary stores	4.0	3.1	3.4	3.1	3.2	3.2
Other retail stores[2]	9.8	10.1	7.8	7.8	8.4	(D)
Liquor stores	(NA)	(NA)	2.3	2.2	2.3	2.2
Jewelry stores	4.5	4.3	1.6	1.7	1.2	1.2
Book, stationery stores	0.8	0.9	0.4	0.4	0.6	0.7
Sporting goods, bicycle stores	0.4	0.2	0.4	0.3	0.4	0.3
Florists	0.2	0.2	0.3	0.3	0.3	0.4
Music stores	1.1	1.1	0.5	0.5	0.3	0.5
Camera, photographic supply stores	0.2	0.2	0.1	0.2	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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Bulletin CBD—36

CENTRAL BUSINESS DISTRICT STATISTICS



San Diego, California

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** Unit States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishmen Single Units and Multiunits, Legal Form of Organization, M chandise Inventories, Credit Sales, etc. (Most chapters also separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** Unit States summary and separate chapters for each State, the Distr of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; w cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establi ments. (Chapters also are separate reports in bulletin series R–

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTI** United States summary and separate chapters, of statistics cla fied by kind of business and geographic areas, for: Size of Whc sale Establishments, Credit Sales, Warehouse Space, Commod Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTI** United States summary and separate chapters for each State, District of Columbia, Alaska, and Hawaii, of statistics by count cities, and standard metropolitan areas, and by kind of busine with cross classifications by kind of business for standard met politan areas, and for counties and cities with 100 or more wh sale establishments. (Chapters also are separate reports bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMA STATISTICS.** United States summary and separate chapters statistics classified by kind of business and geographic areas, f Receipts Size of Establishments, Employment Size of Establi ments, Legal Form of Organization, Single Units and Multiun Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STAT TICS.** United States summary and separate chapters for e State, the District of Columbia, Alaska, and Hawaii, of statis by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are sepa reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETIN Establishments, sales or receipts, and payroll for retail tr hotels, and theaters, for the central business district of each selected large cities with comparable city and standard me politan area data.

TRADE BULLETINS.—Primarily a reorganization of busi data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

San Diego, California

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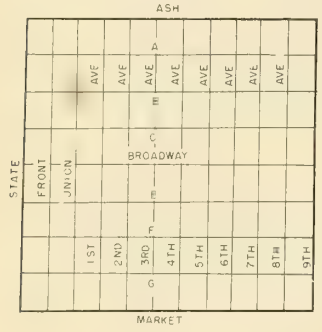
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SAN DIEGO, CALIFORNIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT*



SCALE

800 0 800 FT



SCALE

5 0 5 MILES

CENTRAL BUSINESS DISTRICT

AREA OF CITY, 1948

ANNEXATIONS THROUGH 1954

STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT L-53

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SAN DIEGO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	627	117,758	21,141	702	119,103	19,399
Food stores	25	3,145	326	30	4,016	478
Eating, drinking places	182	11,080	3,524	191	10,533	2,853
Eating places	95	6,430	1,955	125	7,160	1,882
Drinking places	87	4,650	1,569	66	3,373	971
General merchandise group	25	35,241	6,212	16	42,690	6,856
Department stores	6	29,015	5,184	6	(D)	(D)
Variety stores	4	4,863	906	6	4,246	676
General merchandise stores, n.e.c.	15	1,363	122	4	(D)	(D)
Apparel, accessories stores	148	25,170	3,799	150	21,075	2,808
Shoe stores	40	5,578	823	29	4,022	523
Men's, boys' clothing and furnishings stores[3]	29	4,746	669	37	4,889	600
Family clothing stores[3]	5	3,490	675	7	2,826	489
Women's clothing, specialty stores	52	9,804	1,355	48	8,085	940
Ready-to-wear stores[3]	24	8,588	1,189	20	6,974	814
All other apparel stores	14	1,428	277	23	1,171	256
Furniture, home furnishings, appliance dealers	39	5,751	877	41	7,663	1,248
Furniture stores[3]	7	2,378	406	5	2,435	504
Other home furnishings stores[3]	5	1,478	264	6	1,834	245
Household appliance, radio, TV stores	27	1,895	207	30	3,394	499
Automotive group	20	12,657	1,656	24	12,630	1,664
Passenger car dealers (franchised & nonfranchised)	9	9,742	1,057	12	10,112	1,311
Tire, battery, accessory dealers	11	2,915	599	10	(D)	(D)
Other automotive dealers	...	...	...	2	(D)	(D)
Gasoline service stations	20	1,316	207	24	1,018	150
Lumber, building materials, hardware, farm equip. dealers	5	2,140	321	10	1,414	269
Drug stores, proprietary stores	14	4,329	687	17	4,666	813
Other retail stores[4]	149	16,929	3,532	199	13,398	2,260
Liquor stores	11	721	42	18	917	51
Jewelry stores	40	5,441	1,816	37	3,814	758
Book, stationery stores	9	2,602	470	9	1,028	223
Sporting goods, bicycle stores	5	907	109	10	602	71
Florists	6	349	78	7	308	44
Music stores	5	2,625	515	6	2,133	399
Camera, photographic supply stores	4	461	69	6	516	82
SELECTED SERVICE TRADES						
Hotels	61	5,995	2,080	69	5,722	1,865
Motion picture theaters	11	4,305	669	13	3,378	658

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SAN DIEGO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	3,634	516,828	69,399	3,529	363,229	45,900
Food stores	634	106,562	8,548	668	76,211	4,608
Eating, drinking places	832	44,374	11,815	778	31,165	7,793
Eating places	529	31,475	8,451	514	21,893	5,479
Drinking places	301	12,881	3,364	264	9,272	2,314
General merchandise group	117	72,956	11,763	105	49,787	7,611
Department stores	9	(D)	(D)	8	40,582	6,347
Variety stores	65	8,455	1,344	66	6,872	983
General merchandise stores, n.e.c.	43	(D)	(D)	31	2,333	281
Apparel, accessories stores	339	37,268	5,251	296	27,684	3,551
Shoe stores	83	7,957	1,107	50	5,100	671
Men's, boys' clothing and furnishings stores[3]	54	7,107	955	54	5,793	701
Family clothing stores[3]	15	4,518	765	16	3,670	600
Women's clothing, specialty stores	131	14,879	1,964	111	10,912	1,261
Ready-to-wear stores[3]	71	12,547	1,662	56	9,329	1,106
All other apparel stores	40	2,581	460	48	1,890	318
Furniture, home furnishings, appliance dealers	278	35,021	4,936	243	26,119	3,834
Furniture stores[3]	70	16,686	2,466	52	11,829	1,786
Other home furnishings stores[3]	49	5,181	856	42	4,108	735
Household appliance, radio, TV stores	125	12,252	1,614	119	9,690	1,313
Automotive group	190	101,582	11,523	173	65,725	7,568
Passenger car dealers (franchised & nonfranchised)	118	92,201	9,911	104	58,462	6,631
Tire, battery, accessory dealers	48	6,250	1,291	42	4,220	678
Other automotive dealers	24	3,131	321	27	3,043	259
Gasoline service stations	399	34,603	3,792	373	16,374	1,733
Lumber, building materials, hardware, farm equip. dealers	108	25,311	3,503	131	26,202	3,871
Hardware stores	33	2,151	229	38	2,258	177
Other	75	23,160	3,274	93	23,944	3,694
Drug stores, proprietary stores	122	16,507	2,382	116	12,973	1,828
Other retail stores[4]	615	42,644	5,886	646	30,989	3,503
Liquor stores	149	13,856	806	157	9,087	436
Jewelry stores	73	6,657	1,919	50	4,230	817
Book, stationery stores	26	3,307	533	29	1,520	267
Sporting goods, bicycle stores	27	2,004	209	50	2,208	192
Florists	28	1,035	185	29	883	130
Music stores	15	2,900	576	15	2,645	439
Camera, photographic supply stores	14	1,017	119	17	899	119
SELECTED SERVICE TRADES						
Hotels	131	10,752	3,619	131	9,943	3,258
Motion picture theaters	27	6,415	1,082	32	5,075	1,034

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 195 such establishments with sales of $8,042,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SAN DIEGO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	6,137	790,211	98,936	5,466	502,025	58,751
Food stores	1,060	189,852	14,711	1,056	120,032	6,982
Eating, drinking places	1,322	64,362	16,366	1,161	40,825	9,894
Eating places	879	46,271	12,086	771	28,634	7,053
Drinking places	441	18,073	4,280	390	12,191	2,841
General merchandise group	209	85,880	13,349	182	54,931	8,115
Department stores	10	58,827	9,480	8	40,582	6,347
Variety stores	105	12,583	1,969	99	8,696	1,206
General merchandise stores, n.e.c.	94	14,470	1,900	75	5,653	562
Apparel, accessories stores	545	51,019	6,894	415	33,140	4,021
Shoe stores	117	10,205	1,394	73	6,041	771
Men's, boys' clothing and furnishings stores[3]	91	9,867	1,326	67	6,602	759
Family clothing stores[3]	32	6,409	998	27	4,796	703
Women's clothing, specialty stores	221	20,370	2,626	153	(D)	(D)
Ready-to-wear stores[3]	141	17,555	2,275	83	10,884	1,275
All other apparel stores	64	3,860	550	67	(D)	(D)
Furniture, home furnishings, appliance dealers	451	51,149	7,572	359	33,291	4,722
Furniture stores[3]	120	25,697	4,057	78	15,300	2,264
Other home furnishings stores[3]	80	6,922	1,218	58	4,781	870
Household appliance, radio, TV stores	203	17,348	2,297	175	12,514	1,588
Automotive group	328	149,401	16,574	267	83,985	9,717
Passenger car dealers (franchised & nonfranchised)	196	134,936	14,349	167	75,290	8,664
Tire, battery, accessory dealers	88	9,820	1,808	66	5,394	774
Other automotive dealers	42	4,621	417	34	3,301	279
Gasoline service stations	749	56,730	5,664	635	25,542	2,457
Lumber, building materials, hardware, farm equip. dealers	268	48,380	6,424	275	46,212	6,019
Hardware stores	96	6,277	686	80	6,102	627
Other	172	42,103	5,738	195	40,110	5,392
Drug stores, proprietary stores	177	25,197	3,540	160	17,794	2,461
Other retail stores[4]	1,028	68,241	7,842	956	46,273	4,363
Liquor stores	221	20,595	1,164	231	13,231	621
Jewelry stores	111	8,406	2,148	73	4,946	917
Book, stationery stores	48	4,238	648	44	1,854	290
Sporting goods, bicycle stores	59	3,075	284	74	2,697	200
Florists	46	1,560	237	51	1,300	185
Music stores	20	3,033	581	21	2,728	440
Camera, photographic supply stores	24	1,652	199	26	1,188	144
SELECTED SERVICE TRADES						
Hotels	170	16,405	(D)	173	13,733	4,274
Motion picture theaters	48	8,872	1,608	57	6,393	1,332

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 312 such establishments with sales of $11,202,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SAN DIEGO, THE ENTIRE CITY, AND THE SAN DIEGO STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-1.1	42.3	63.5	57.4	75.6
Food stores	-21.7	39.8	43.2	58.2	60.9
Eating, drinking places	5.2	42.4	61.4	57.7	75.9
Eating places	-10.2	43.8	70.0	61.6	85.4
Drinking places	37.9	38.9	39.5	48.2	52.2
General merchandise group	-17.5	46.5	431.4	56.3	313.7
Department stores	-23.4	(D)	(D)	45.0	1005.0
Variety stores	14.5	23.0	36.8	44.7	73.5
General merchandise stores, n.e.c.	143.4	(D)	(D)	156.0	157.4
Apparel, accessories stores	19.4	34.6	83.1	53.9	114.2
Shoe stores	38.7	56.1	120.7	68.9	129.2
Men's, boys' clothing and furnishings stores[3]	-2.9	22.7	161.2	49.5	198.9
Family clothing stores[3]	23.5	23.1	21.8	33.6	48.2
Women's clothing, specialty stores	21.3	36.4	79.5	(D)	(D)
Ready-to-wear stores[3]	23.1	34.5	68.1	61.3	129.3
All other apparel stores	21.9	36.6	60.4	(D)	(D)
Furniture, home furnishings, appliance dealers	-25.0	34.1	58.6	53.6	77.1
Furniture stores[3]	-2.3	41.1	52.3	68.0	81.3
Other home furnishings stores[3]	-19.4	26.1	62.8	44.8	84.7
Household appliance, radio, TV stores	-44.2	26.4	64.5	38.6	69.4
Automotive group	0.2	54.6	67.5	77.9	91.6
Passenger car dealers (franchised and nonfranchised)	-3.7	57.7	70.5	79.2	92.1
Tire, battery, accessory dealers	(D)	48.1	(D)	82.1	(D)
Other automotive dealers	(D)	2.9	(D)	40.0	(D)
Gasoline service stations	29.3	111.3	116.8	122.1	126.0
Lumber, building materials, hardware, farm equip. dealers	51.3	-3.4	-6.5	4.7	3.2
Hardware stores	(NA)	-4.7	(NA)	2.9	(NA)
Other	(NA)	-3.3	(NA)	5.0	(NA)
Drug stores, proprietary stores	-7.2	27.2	46.6	41.6	59.0
Other retail stores[4]	26.4	37.6	46.2	47.5	56.1
Liquor stores	-21.4	52.5	60.8	55.7	61.4
Jewelry stores	42.7	57.4	192.3	70.0	161.9
Book, stationery stores	153.1	117.6	43.3	128.6	98.1
Sporting goods, bicycle stores	50.7	-9.2	-31.7	14.0	3.5
Florists	13.3	17.2	19.3	20.0	22.1
Music stores	23.1	9.6	-46.3	11.2	-31.4
Camera, photographic supply stores	-10.7	13.1	45.2	39.1	77.2
SELECTED SERVICE TRADES					
Hotels	4.8	8.1	12.7	19.5	29.9
Motion picture theaters	27.4	26.4	24.3	38.8	51.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SAN DIEGO CITY AND OF SAN DIEGO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	22.8	32.8	14.9	23.7
Food stores	3.0	5.3	1.7	3.3
Eating, drinking places	25.0	33.8	17.2	25.8
Eating places	20.4	32.7	13.9	25.0
Drinking places	36.1	36.4	25.7	27.7
General merchandise group	52.7	85.7	41.0	77.7
Department stores	(D)	93.4	49.3	93.4
Variety stores	57.5	61.8	38.6	48.8
General merchandise stores, n.e.c	(D)	24.0	9.4	9.9
Apparel, accessories stores	67.5	76.1	49.3	63.6
Shoe stores	70.1	78.9	54.7	66.6
Men's, boys' clothing and furnishings stores[2]	66.8	84.4	48.0	74.1
Family clothing stores[2]	77.2	77.0	54.5	58.9
Women's clothing, specialty stores	65.9	74.1	48.1	(D)
Ready-to-wear stores[2]	68.4	74.8	48.9	64.1
All other apparel stores	55.3	62.0	37.0	(D)
Furniture, home furnishings, appliance dealers	16.4	29.3	11.2	23.0
Furniture stores[2]	14.3	20.6	9.3	15.9
Other home furnishings stores[2]	28.5	44.6	21.4	38.4
Household appliance, radio, TV stores	15.4	35.0	10.9	27.1
Automotive group	12.4	19.2	8.5	15.0
Passenger car dealers (franchised and nonfranchised)	10.6	17.3	7.2	13.4
Tire, battery, accessory dealers	46.6	(D)	29.7	(D)
Other automotive dealers	...	(D)	...	(D)
Gasoline service stations	3.8	6.2	2.3	4.0
Lumber, building materials, hardware, farm equip. dealers	8.5	5.4	4.4	3.1
Drug stores, proprietary stores	26.2	36.0	17.1	26.2
Other retail stores[3]	39.7	43.2	24.8	29.0
Liquor stores	5.2	10.1	3.5	6.9
Jewelry stores	81.7	90.2	64.7	77.1
Book, stationery stores	78.7	67.6	61.4	55.4
Sporting goods, bicycle stores	45.2	27.3	29.5	22.3
Florists	33.7	34.9	22.4	23.7
Music stores	90.5	80.6	86.5	78.2
Camera, photographic supply stores	45.3	57.4	27.9	43.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN DIEGO, THE ENTIRE CITY, AND THE SAN DIEGO STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	2.6	3.4	20.5	21.0	24.1	23.9
Eating, drinking places	9.4	8.9	8.6	8.6	8.1	8.1
Eating places	5.5	6.1	6.1	6.0	5.8	5.7
Drinking places	3.9	2.8	2.5	2.6	2.3	2.4
General merchandise group	29.9	35.8	14.1	13.7	10.9	10.9
Department stores	24.6	31.8	(D)	11.2	7.4	8.1
Variety stores	4.1	3.6	1.6	1.9	1.7	1.7
General merchandise stores, n.e.c.	1.2	0.4	(D)	0.6	1.8	1.1
Apparel, accessories stores	21.4	17.7	7.2	7.6	6.5	6.6
Shoe stores	4.7	3.4	1.5	1.4	1.3	1.2
Men's, boys' clothing and furnishings stores[1]	4.0	4.1	1.4	1.6	1.2	1.3
Family clothing stores[1]	3.0	2.4	0.9	1.0	0.8	1.0
Women's clothing, specialty stores	8.3	6.8	2.9	3.0	2.6	(D)
Ready-to-wear stores[1]	7.3	5.9	2.4	2.6	2.2	2.2
All other apparel stores	1.4	1.0	0.5	0.6	0.6	(D)
Furniture, home furnishings, appliance dealers	4.9	6.4	6.8	7.2	6.5	6.6
Furniture stores[1]	2.0	2.0	3.2	3.3	3.2	3.1
Other home furnishings stores[1]	1.3	1.6	1.3	1.2	1.1	1.0
Household appliance, radio, TV stores	1.6	2.8	2.3	2.7	2.2	2.5
Automotive group	10.8	10.6	19.7	18.1	18.9	16.7
Passenger car dealers (franchised and nonfranchised)	8.3	8.5	17.8	16.1	17.1	15.0
Tire, battery, accessory dealers	2.5	(D)	1.3	1.2	1.2	1.1
Other automotive dealers	...	(D)	0.6	0.8	0.6	0.6
Gasoline service stations	1.1	0.9	6.7	4.5	7.2	5.1
Lumber, building materials, hardware, farm equipment dealers	1.8	1.2	4.9	7.2	6.1	9.2
Hardware stores	(NA)	(NA)	0.4	0.6	0.8	1.2
Other	(NA)	(NA)	4.5	6.6	5.3	8.0
Drug stores, proprietary stores	3.7	3.9	3.2	3.6	3.1	3.5
Other retail stores[2]	14.4	11.2	8.3	8.5	8.6	9.4
Liquor stores	0.6	0.8	2.7	2.5	2.6	2.6
Jewelry stores	4.5	3.2	1.3	1.2	1.0	1.0
Book, stationery stores	2.1	0.9	0.6	0.4	0.5	0.4
Sporting goods, bicycle stores	0.7	0.5	0.4	0.6	0.4	0.5
Florists	0.2	0.3	0.2	0.2	0.2	0.3
Music stores	2.2	1.8	0.6	0.7	0.3	0.5
Camera, photographic supply stores	0.4	0.4	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—37

CENTRAL BUSINESS DISTRICT STATISTICS



Buffalo, New York

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · 1956

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business, with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Buffalo, New York

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BUFFALO, NEW YORK

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

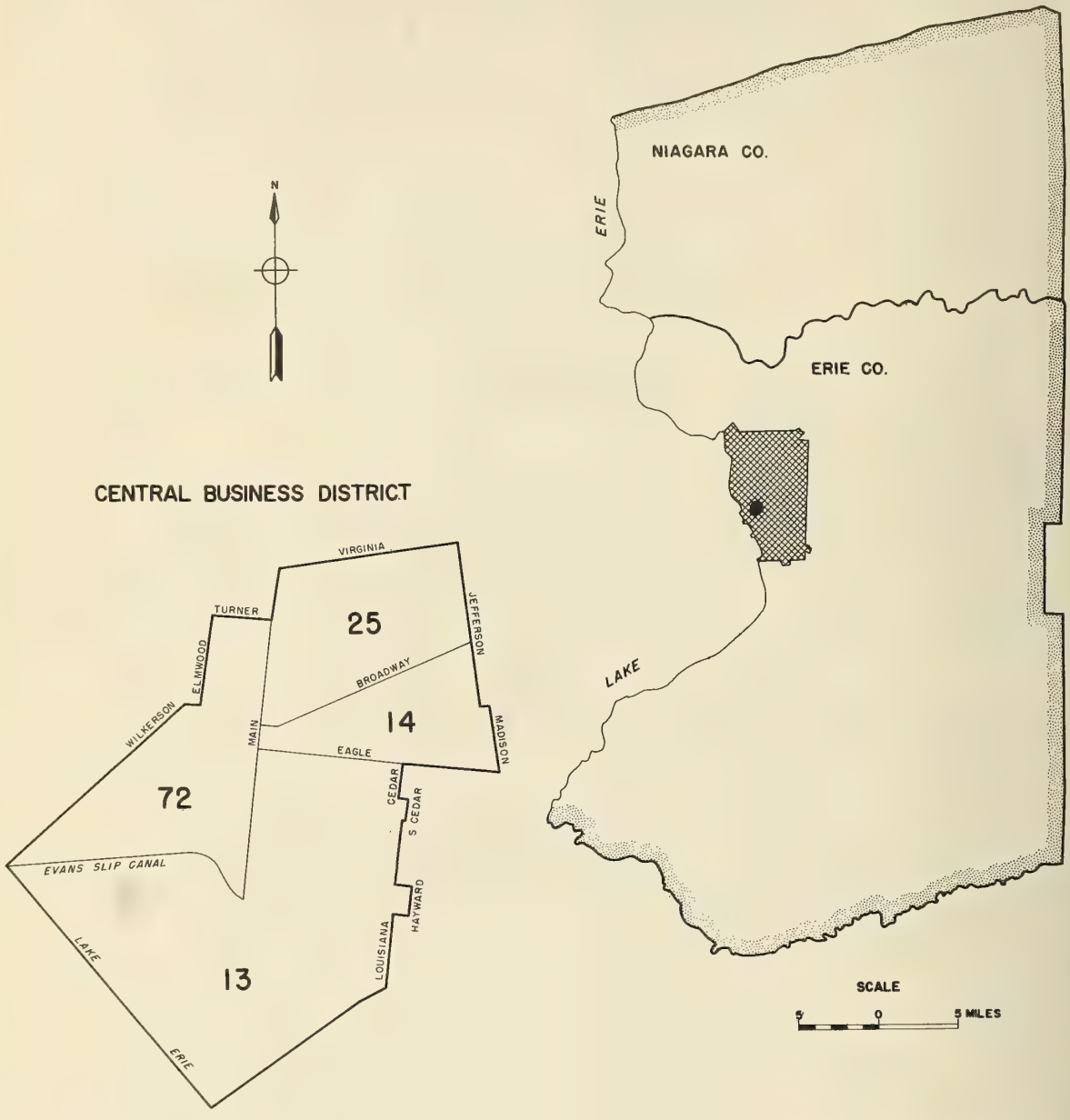


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF BUFFALO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,309	208,731	37,265	1,581	201,426	32,425
Food stores	215	15,409	983	320	14,446	911
Eating, drinking places	394	27,367	6,274	446	23,256	5,375
Eating places	221	18,244	4,558	237	14,149	3,369
Drinking places	173	9,123	1,716	209	9,107	2,006
General merchandise group	24	68,431	14,297	32	75,640	12,545
Department stores	6	57,815	12,674	7	64,837	11,023
Variety stores	7	8,992	1,448	9	9,391	1,393
General merchandise stores, n.e.c.	11	1,624	175	16	1,412	129
Apparel, accessories stores	201	42,793	7,059	201	41,096	6,466
Shoe stores	46	6,341	820	46	5,141	560
Men's, boys' clothing and furnishings stores[3]	46	12,686	2,348	41	12,684	2,280
Family clothing stores[3]	11	1,787	282	4	1,958	279
Women's clothing, specialty stores	58	18,006	2,925	58	17,413	2,649
Ready-to-wear stores[3]	30	15,467	2,543	30	16,002	2,421
All other apparel stores	36	3,919	684	39	3,694	699
Furniture, home furnishings, appliance dealers	65	15,296	2,700	76	12,386	1,892
Furniture stores[3]	21	10,095	1,613	26	8,420	1,372
Other home furnishings stores[3]	16	1,680	286	22	1,398	258
Household appliance, radio, TV stores	22	3,433	801	20	2,400	262
Automotive group	8	1,319	134	20	1,258	137
Gasoline service stations	67	4,590	347	70	2,868	214
Lumber, building materials, hardware, farm equip. dealers	30	4,284	690	32	4,033	776
Hardware stores	10	1,589	323	12	2,178	418
Other	20	2,695	367	20	1,855	358
Drug stores, proprietary stores	39	5,008	714	46	4,890	693
Other retail stores[4]	266	24,234	4,067	338	21,553	3,416
Liquor stores	38	3,530	256	43	2,858	185
Jewelry stores	43	3,585	689	47	2,980	587
Book, stationery stores	19	3,496	813	16	3,371	739
Sporting goods, bicycle stores	9	909	129	7	795	104
Music stores	7	2,007	463	9	2,392	505
Camera, photographic supply stores	9	1,727	159	7	1,236	134
SELECTED SERVICE TRADES						
Hotels	29	11,911	4,443	44	10,375	3,274
Motion picture theaters	12	3,972	808	16	4,194	1,086

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF BUFFALO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	6,758	769,272	98,748	7,869	644,506	76,188
Food stores	1,940	172,866	10,600	2,731	145,326	7,536
Eating, drinking places	1,642	80,053	16,584	1,681	61,628	11,610
Eating places	800	44,875	11,225	669	27,436	6,135
Drinking places	842	35,178	5,359	1,012	34,192	5,475
General merchandise group	134	126,555	23,706	155	126,597	19,193
Department stores	13	102,864	19,973	14	(D)	(D)
Variety stores	58	20,445	3,384	79	17,198	2,621
General merchandise stores, n.e.c	63	3,246	349	62	(D)	(D)
Apparel, accessories stores	566	75,622	11,597	598	64,098	9,616
Shoe stores	139	12,319	1,633	129	9,131	1,064
Men's, boys' clothing and furnishings stores[3]	98	17,875	3,231	92	18,618	3,184
Family clothing stores[3]	17	3,474	473	12	2,556	505
Women's clothing, specialty stores	175	34,571	5,252	198	26,287	3,844
Ready-to-wear stores[3]	97	30,865	4,763	94	23,801	3,547
All other apparel stores	117	7,053	1,008	132	6,235	1,019
Furniture, home furnishings, appliance dealers	407	47,367	7,181	368	34,446	5,031
Furniture stores[3]	119	26,335	4,087	99	20,725	3,414
Other home furnishings stores[3]	67	5,766	1,147	63	(D)	(D)
Household appliance, radio, TV stores	165	14,496	1,947	140	(D)	(D)
Automotive group	198	116,656	12,368	252	99,574	9,664
Passenger car dealers (franchised & nonfranchised)	127	106,349	10,990	169	91,378	8,674
Tire, battery, accessory dealers	54	6,701	1,021	63	5,935	796
Other automotive dealers	17	3,606	357	20	2,261	194
Gasoline service stations	494	34,564	2,584	487	20,001	1,559
Lumber, building materials, hardware, farm equip. dealers	226	42,101	4,867	265	26,340	4,273
Hardware stores	109	9,469	1,355	119	7,276	954
Other	117	32,632	3,512	146	19,064	3,319
Drug stores, proprietary stores	219	21,989	2,990	257	18,553	2,295
Other retail stores[4]	932	51,499	6,271	1,075	47,943	5,411
Liquor stores	176	11,089	608	211	9,282	466
Jewelry stores	120	6,761	1,094	135	5,799	908
Book, stationery stores	39	3,992	873	29	(D)	(D)
Sporting goods, bicycle stores	25	1,901	239	35	1,907	202
Florists	81	2,595	326	95	2,496	294
Music stores	25	2,795	505	26	(D)	(D)
Camera, photographic supply stores	25	2,432	212	18	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	46	15,510	(D)	63	12,884	4,113
Motion picture theaters	42	6,209	1,475	54	7,059	1,761

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 270 such establishments with sales of $22,184,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
BUFFALO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	11,922	1,330,466	153,751	13,411	996,868	107,436
Food stores	3,069	340,720	20,035	4,167	237,143	11,825
Eating, drinking places	3,004	131,956	25,489	3,183	100,790	17,259
Eating places	1,525	75,218	17,262	1,255	43,061	8,928
Drinking places	1,479	56,738	8,227	1,928	57,729	8,331
General merchandise group	272	160,372	28,886	263	149,815	22,346
Department stores	26	121,071	23,078	23	116,863	17,873
Variety stores	118	32,632	5,239	125	25,725	3,810
General merchandise stores, n.e.c.	128	6,669	569	115	7,227	663
Apparel, accessories stores	905	105,278	15,044	901	81,707	11,348
Shoe stores	228	17,801	2,283	198	12,592	1,410
Men's, boys' clothing and furnishings stores[3]	158	26,335	4,176	138	24,021	3,767
Family clothing stores[3]	30	5,668	742	24	4,497	597
Women's clothing, specialty stores	292	46,148	6,686	302	32,137	4,486
Ready-to-wear stores[3]	169	41,356	6,065	149	28,960	4,135
All other apparel stores	163	8,616	1,157	171	7,216	1,088
Furniture, home furnishings, appliance dealers	667	68,912	10,012	570	46,609	6,475
Furniture stores[3]	181	36,800	5,838	148	26,731	4,274
Other home furnishings stores[3]	96	8,206	1,435	80	3,972	738
Household appliance, radio, TV stores	308	22,722	2,739	238	14,082	1,463
Automotive group	430	222,041	22,452	522	163,843	15,431
Passenger car dealers (franchised & nonfranchised)	298	206,873	20,574	358	150,910	13,939
Tire, battery, accessory dealers	99	10,443	1,478	119	9,454	1,229
Other automotive dealers	33	4,725	400	45	3,479	263
Gasoline service stations	1,126	72,706	6,106	1,136	41,532	2,834
Lumber, building materials, hardware, farm equip. dealers	529	95,492	11,482	559	65,150	8,768
Hardware stores	210	18,413	2,559	227	17,650	2,320
Other	317	77,071	8,923	332	47,500	6,448
Drug stores, proprietary stores	363	39,644	5,216	387	29,333	3,422
Other retail stores[4]	1,557	93,345	10,029	1,723	80,946	7,728
Liquor stores	283	17,745	828	327	13,673	613
Jewelry stores	173	9,626	1,434	197	8,515	1,224
Book, stationery stores	60	5,712	1,131	36	3,858	793
Sporting goods, bicycle stores	57	3,422	374	60	2,683	241
Florists	130	4,058	533	124	3,165	347
Music stores	41	3,297	544	34	3,092	545
Camera, photographic supply stores	34	2,895	253	27	2,004	195
SELECTED SERVICE TRADES						
Hotels	93	19,124	6,831	118	16,255	5,059
Motion picture theaters	83	9,483	2,208	88	9,674	2,272

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 449 such establishments with sales of $28,335,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF BUFFALO, THE ENTIRE CITY, AND THE BUFFALO STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	3.6	19.4	26.4	33.5	41.0
Food stores	6.7	19.0	20.3	43.7	46.1
Eating, drinking places	17.7	29.9	37.3	30.9	34.9
Eating places	28.9	63.6	100.4	74.7	97.1
Drinking places	0.2	2.9	3.9	-1.7	-2.1
General merchandise group	-9.5	-0.0	14.1	7.0	24.0
Department stores	-10.8	(D)	(D)	3.6	21.6
Variety stores	-4.3	18.9	46.7	26.8	44.7
General merchandise stores, n.e.c.	15.0	(D)	(D)	-7.7	-13.3
Apparel, accessories stores	4.1	18.0	42.7	28.8	53.9
Shoe stores	23.3	34.9	49.8	41.4	53.8
Men's, boys' clothing and furnishings stores[3]	0.0	-4.0	-12.6	9.6	20.4
Family clothing stores[3]	-8.7	35.9	182.1	26.0	52.9
Women's clothing, specialty stores	3.4	31.5	86.7	43.6	91.1
Ready-to-wear stores[3]	-3.3	29.7	97.4	42.8	99.8
All other apparel stores	6.1	13.1	23.3	19.4	33.4
Furniture, home furnishings, appliance dealers	23.5	37.5	45.4	47.9	56.7
Furniture stores[3]	19.9	27.1	32.0	37.7	45.8
Other home furnishings stores[3]	20.2	(D)	(D)	106.6	153.5
Household appliance, radio, TV stores	43.0	(D)	(D)	61.4	65.1
Automotive group	4.8	17.2	17.3	35.5	35.8
Passenger car dealers (franchised and nonfranchised)	(NA)	16.4	(NA)	37.1	(NA)
Tire, battery, accessory dealers	(NA)	12.9	(NA)	10.5	(NA)
Other automotive dealers	(NA)	59.5	(NA)	35.8	(NA)
Gasoline service stations	60.0	72.8	74.9	75.1	76.2
Lumber, building materials, hardware, farm equip. dealers	6.2	59.8	69.5	46.6	49.2
Hardware stores	-27.0	30.1	54.6	4.3	8.7
Other	45.3	71.2	74.0	62.3	62.9
Drug stores, proprietary stores	2.4	18.5	24.3	35.2	41.7
Other retail stores[4]	12.4	7.4	3.3	15.3	16.4
Liquor stores	23.5	9.5	17.7	29.8	31.4
Jewelry stores	20.3	16.6	12.7	13.0	9.1
Book, stationery stores	3.7	(D)	(D)	48.1	355.0
Sporting goods, bicycle stores	14.3	-0.3	-10.8	27.9	33.6
Florists	(NA)	4.0	(NA)	28.2	(NA)
Music stores	-16.1	(D)	(D)	6.6	84.3
Camera, photographic supply stores	39.7	(D)	(D)	44.5	52.1
SELECTED SERVICE TRADES					
Hotels	14.8	20.4	43.4	17.6	22.7
Motion picture theaters	-5.3	-12.1	-21.9	-2.0	0.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF BUFFALO CITY AND OF BUFFALO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	27.1	31.3	15.7	20.2
Food stores	8.9	9.9	4.5	6.1
Eating, drinking places	34.2	37.7	20.7	23.1
Eating places	40.7	51.6	24.3	32.9
Drinking places	25.9	26.6	16.1	15.8
General merchandise group	54.1	59.7	42.7	50.5
Department stores	56.2	(D)	47.8	55.5
Variety stores	44.0	54.6	27.6	36.5
General merchandise stores, n.e.c.	50.0	(D)	24.4	19.5
Apparel, accessories stores	56.6	64.1	40.6	50.3
Shoe stores	51.5	56.3	35.6	40.8
Men's, boys' clothing and furnishings stores[2]	71.0	68.1	48.2	52.8
Family clothing stores[2]	51.4	76.6	31.5	43.5
Women's clothing, specialty stores	53.1	66.2	39.0	54.2
Ready-to-wear stores[2]	50.1	67.2	37.4	55.3
All other apparel stores	55.6	59.2	45.5	51.2
Furniture, home furnishings, appliance dealers	32.3	36.0	22.2	26.6
Furniture stores[2]	38.3	40.6	27.4	31.5
Other home furnishings stores[2]	29.1	(D)	20.5	35.2
Household appliance, radio, TV stores	23.7	(D)	15.1	17.0
Automotive group	1.1	1.3	0.6	0.8
Gasoline service stations	13.3	14.3	6.3	6.9
Lumber, building materials, hardware, farm equip. dealers	10.2	15.3	4.5	6.2
Hardware stores	16.8	29.9	8.6	12.3
Other	8.3	9.7	3.5	3.9
Drug stores, proprietary stores	22.8	26.4	12.6	16.7
Other retail stores[3]	47.1	45.0	26.0	26.6
Liquor stores	31.8	30.8	19.9	20.9
Jewelry stores	53.0	51.4	37.2	35.0
Book, stationery stores	87.6	(D)	61.2	87.4
Sporting goods, bicycle stores	47.8	41.7	26.5	29.6
Music stores	71.8	(D)	60.9	77.4
Camera, photographic supply stores	71.0	(D)	59.7	61.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF BUFFALO, THE ENTIRE CITY, AND THE BUFFALO STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	7.4	7.2	22.4	22.6	25.6	23.9
Eating, drinking places	13.1	11.6	10.4	9.6	9.9	10.1
Eating places	8.7	7.1	5.8	4.3	5.7	4.3
Drinking places	4.4	4.5	4.6	5.3	4.2	5.8
General merchandise group	32.8	37.6	16.5	19.7	12.1	15.0
Department stores	27.7	32.2	13.4	(D)	9.1	11.7
Variety stores	4.3	4.7	2.7	2.7	2.5	2.6
General merchandise stores, n.e.c	0.8	0.7	0.4	(D)	0.5	0.7
Apparel, accessories stores	20.5	20.4	9.8	9.9	7.9	8.2
Shoe stores	3.0	2.6	1.6	1.4	1.3	1.3
Men's, boys' clothing and furnishings stores[1]	6.1	6.3	2.3	3.0	2.0	2.4
Family clothing stores[1]	0.9	1.1	0.5	0.4	0.4	0.5
Women's clothing, specialty stores	8.6	8.6	4.5	4.1	3.6	3.2
Ready-to-wear stores[1]	7.4	7.9	4.0	3.7	3.1	2.9
All other apparel stores	1.9	1.8	0.9	1.0	0.6	0.8
Furniture, home furnishings, appliance dealers	7.3	6.1	6.2	5.3	5.2	4.7
Furniture stores[1]	4.8	4.2	3.5	3.2	2.9	2.7
Other home furnishings stores[1]	0.8	0.7	0.8	(D)	0.6	0.6
Household appliance, radio, TV stores	1.7	1.2	1.9	(D)	1.7	1.4
Automotive group	0.6	0.6	15.2	15.4	16.7	16.4
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	13.8	14.1	15.5	15.2
Tire, battery, accessory dealers	(NA)	(NA)	0.9	0.9	0.8	0.9
Other automotive dealers	(NA)	(NA)	0.5	0.4	0.4	0.3
Gasoline service stations	2.2	1.4	4.5	3.1	5.4	4.2
Lumber, building materials, hardware, farm equipment dealers	2.1	2.0	5.5	4.1	7.2	6.5
Hardware stores	0.8	1.1	1.2	1.1	1.4	1.8
Other	1.3	0.9	4.3	3.0	5.8	4.7
Drug stores, proprietary stores	2.4	2.4	2.8	2.9	3.0	2.9
Other retail stores[2]	11.6	10.7	6.7	7.4	7.0	8.1
Liquor stores	1.7	1.4	1.4	1.4	1.3	1.4
Jewelry stores	1.7	1.5	0.9	0.9	0.7	0.9
Book, stationery stores	1.7	1.7	0.5	(D)	0.4	0.4
Sporting goods, bicycle stores	0.4	0.4	0.2	0.3	0.3	0.3
Florists	(NA)	(NA)	0.3	0.4	0.3	0.3
Music stores	1.1	1.2	0.4	(D)	0.3	0.3
Camera, photographic supply stores	0.8	0.6	0.3	(D)	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—38

CENTRAL BUSINESS DISTRICT STATISTICS



Pittsburgh, Pennsylvania

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 25 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florists shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Pittsburgh, Pennsylvania

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PITTSBURGH, PENNSYLVANIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

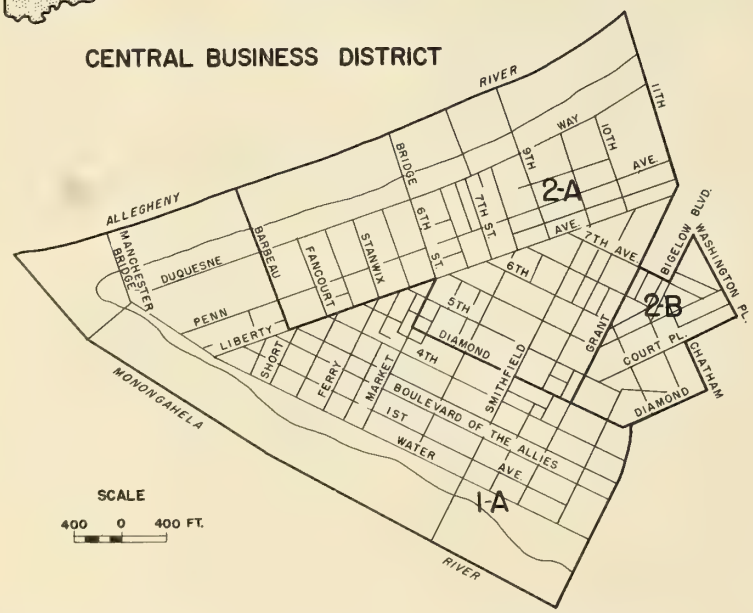
City data in this bulletin are based upon the legal boundaries at the end of the Census year.



SCALE
5 0 5 MILES

N

CENTRAL BUSINESS DISTRICT



SCALE
400 0 400 FT.

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- 1-A TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF PITTSBURGH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	809	304,167	55,803	815	362,358	67,803
Food stores	73	15,449	2,626	110	24,355	3,454
Eating, drinking places	180	22,726	6,776	187	22,084	5,452
Eating places	124	18,373	5,694	113	16,092	4,095
Drinking places	56	4,353	1,082	74	5,992	1,357
General merchandise group	19	162,888	29,914	23	221,685	45,423
Department stores	5	150,653	27,764	7	207,219	43,300
Variety stores	7	11,499	2,056	9	13,782	2,080
General merchandise stores, n.e.c.	7	736	94	7	684	43
Apparel, accessories stores	183	38,624	5,986	165	36,252	5,052
Shoe stores	38	6,255	906	31	6,676	827
Men's, boys' clothing and furnishings stores[3]	35	6,940	1,066	32	6,508	875
Family clothing stores[3]	5	2,561	450	2	(D)	(D)
Women's clothing, specialty stores	59	19,821	3,059	56	16,961	2,263
Ready-to-wear stores[3]	39	18,148	2,830	26	14,638	1,998
All other apparel stores	39	2,900	505	42	4,530	(D)
Furniture, home furnishings, appliance dealers	53	19,392	4,092	39	11,056	2,029
Furniture stores[3]	13	12,818	2,884	11	5,261	962
Other home furnishings stores[3]	17	3,453	692	12	2,094	426
Household appliance, radio, TV stores	18	2,913	516	16	3,701	641
Automotive group	5	7,436	767	5	4,415	669
Gasoline service stations	5	406	46	13	855	133
Lumber, building materials, hardware, farm equip. dealers	17	5,135	464	24	5,077	693
Drug stores, proprietary stores	22	4,285	728	24	4,719	714
Other retail stores[4]	252	27,683	4,355	225	31,860	4,184
Liquor stores	6	3,867	157	4	4,090	102
Jewelry stores	52	7,749	1,406	48	7,447	1,313
Book, stationery stores	14	1,853	456	14	2,063	499
Sporting goods, bicycle stores	5	811	118	3	820	140
Florists	20	1,259	162	23	1,302	156
Music stores	18	2,653	513	18	2,699	424
Camera, photographic supply stores	3	1,366	167	6	1,375	144
SELECTED SERVICE TRADES						
Hotels	18	15,843	6,439	18	14,798	5,016
Motion picture theaters	7	4,281	783	12	4,284	816

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF PITTSBURGH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	6,640	872,725	118,083	7,156	846,783	119,539
Food stores	2,110	189,395	15,394	2,638	170,759	13,124
Eating, drinking places	1,457	79,161	17,146	1,574	79,869	15,400
Eating places	669	44,562	11,160	625	39,504	8,812
Drinking places	786	34,593	5,986	949	40,365	6,588
General merchandise group	156	217,971	38,614	140	266,790	52,347
Department stores	9	183,474	33,350	11	236,418	47,766
Variety stores	85	22,822	3,836	73	22,386	3,257
General merchandise stores, n.e.c.	60	(D)	1,428	56	7,986	1,324
Apparel, accessories stores	587	66,033	9,402	559	60,603	7,661
Shoe stores	125	12,575	1,718	129	12,497	1,496
Men's, boys' clothing and furnishings stores[3]	103	12,538	1,685	103	13,659	1,591
Family clothing stores[3]	17	3,727	585	15	2,247	346
Women's clothing, specialty stores	213	31,301	4,534	192	25,612	3,164
Ready-to-wear stores[3]	121	26,364	3,891	112	21,343	2,726
All other apparel stores	89	5,318	880	85	6,011	1,064
Furniture, home furnishings, appliance dealers	368	53,215	8,500	252	32,278	5,314
Furniture stores[3]	89	29,556	5,410	70	18,450	3,097
Other home furnishings stores[3]	64	8,907	1,625	63	5,403	1,042
Household appliance, radio, TV stores	145	13,298	1,465	95	7,773	1,175
Automotive group	172	111,018	10,756	204	88,450	8,221
Passenger car dealers (franchised & nonfranchised)	114	104,947	9,787	145	82,923	7,582
Tire, battery, accessory dealers	49	4,850	900	49	4,691	566
Other automotive dealers	9	1,221	69	10	836	73
Gasoline service stations	399	33,330	3,061	416	19,196	2,085
Lumber, building materials, hardware, farm equip. dealers	253	26,756	3,188	256	28,343	4,164
Hardware stores	99	7,996	(D)	92	(D)	(D)
Other	150	18,718	(D)	164	(D)	(D)
Drug stores, proprietary stores	326	28,985	4,046	326	23,861	2,942
Other retail stores[4]	812	66,861	7,976	791	76,634	8,281
Liquor stores	56	20,362	919	113	27,064	830
Jewelry stores	119	11,469	1,842	96	10,788	1,769
Book, stationery stores	26	2,736	528	32	2,814	659
Sporting goods, bicycle stores	21	1,800	255	21	1,822	289
Florists	92	3,614	553	82	3,427	490
Music stores	39	3,464	596	40	3,439	495
Camera, photographic supply stores	14	2,401	230	14	1,875	208
SELECTED SERVICE TRADES						
Hotels	56	20,389	8,087	50	17,956	5,997
Motion picture theaters	53	8,084	1,823	82	9,235	2,000

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 658 such establishments with sales of $34,454,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
PITTSBURGH STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	20,619	2,212,049	248,810	22,176	1,921,020	214,024
Food stores	6,073	617,498	44,175	7,667	502,984	32,169
Eating, drinking places	4,493	172,813	30,352	4,743	161,915	25,997
Eating places	2,034	91,041	19,014	1,590	66,302	13,426
Drinking places	2,447	81,612	11,338	3,153	95,613	12,571
General merchandise group	534	307,117	51,060	495	351,264	62,401
Department stores	24	203,762	36,525	27	254,192	50,189
Variety stores	225	62,257	9,640	209	57,700	7,774
General merchandise stores, n.e.c	281	41,056	4,895	259	39,373	4,438
Apparel, accessories stores	1,661	152,376	19,128	1,621	140,121	15,096
Shoe stores	350	28,068	3,450	347	26,262	2,828
Men's, boys' clothing and furnishings stores[3]	327	30,088	3,477	375	30,847	2,880
Family clothing stores[3]	89	17,610	2,534	79	11,387	1,395
Women's clothing, specialty stores	589	64,446	8,328	574	60,240	6,672
Ready-to-wear stores[3]	370	54,344	7,071	378	51,498	5,849
All other apparel stores	202	3,593	1,339	181	8,876	1,321
Furniture, home furnishings, appliance dealers	1,031	127,469	19,445	801	87,593	12,520
Furniture stores[3]	266	70,007	12,158	235	55,965	8,395
Other home furnishings stores[3]	116	12,132	2,164	100	7,157	1,335
Household appliance, radio, TV stores	517	42,924	5,123	415	23,074	2,690
Automotive group	890	372,072	35,472	978	274,916	24,649
Passenger car dealers (franchised & nonfranchised)	652	352,411	33,023	731	258,787	23,139
Tire, battery, accessory dealers	202	14,435	2,108	213	12,849	1,351
Other automotive dealers	32	5,144	341	34	3,280	159
Gasoline service stations	1,952	120,131	8,900	2,134	75,823	6,208
Lumber, building materials, hardware, farm equip. dealers	953	126,046	16,921	928	115,035	15,170
Hardware stores	355	29,140	3,222	344	28,610	3,138
Other	592	96,858	13,699	584	87,025	12,032
Drug stores, proprietary stores	823	70,606	8,850	835	56,762	6,191
Other retail stores[4]	2,209	145,921	14,507	1,974	154,606	13,623
Liquor stores	219	52,371	2,448	298	60,414	1,985
Jewelry stores	342	21,374	3,277	303	21,575	3,124
Book, stationery stores	47	3,973	676	59	3,754	731
Sporting goods, bicycle stores	99	4,667	421	82	3,729	423
Florists	287	9,249	1,399	240	7,695	994
Music stores	88	4,874	735	91	4,851	614
Camera, photographic supply stores	27	2,929	268	21	2,248	250
SELECTED SERVICE TRADES						
Hotels	234	28,104	9,943	175	25,326	7,803
Motion picture theaters	193	16,367	3,718	270	20,564	4,489

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,321 such establishments with sales of $59,369,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF PITTSBURGH, THE ENTIRE CITY, AND THE PITTSBURGH STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-16.1	3.1	17.4	15.1	22.4
Food stores	-36.6	10.9	18.8	22.8	25.8
Eating, drinking places	2.9	-0.9	-2.3	6.7	7.3
Eating places	14.2	12.8	11.9	37.3	44.7
Drinking places	-27.4	-14.3	-12.0	-14.7	-13.8
General merchandise group	-26.5	-18.3	22.1	-12.6	11.3
Department stores	-27.3	-22.4	12.4	-19.8	13.1
Variety stores	-16.6	1.9	31.6	7.9	15.6
General merchandise stores, n.e.c.	7.6	(D)	(D)	4.3	4.2
Apparel, accessories stores	6.5	9.0	12.6	8.7	9.5
Shoe stores	-6.3	0.6	8.6	6.9	11.4
Men's, boys' clothing and furnishings stores[3]	6.6	-8.2	-21.7	-2.5	-4.9
Family clothing stores[3]	(D)	-34.1	(D)	54.7	(D)
Women's clothing, specialty stores	16.9	22.2	32.7	7.0	3.1
Ready-to-wear stores[3]	24.0	23.5	22.5	5.5	1.8
All other apparel stores	-36.0	-11.5	63.3	-59.5	-79.9
Furniture, home furnishings, appliance dealers	75.0	64.9	59.4	45.5	41.2
Furniture stores[3]	143.6	60.2	26.9	25.1	12.8
Other home furnishings stores[3]	64.9	64.9	64.8	69.5	71.4
Household appliance, radio, TV stores	-21.3	71.1	155.0	86.0	106.5
Automotive group	68.4	25.5	23.3	35.3	34.8
Passenger car dealers (franchised and nonfranchised)	(NA)	26.6	(NA)	36.2	(NA)
Tire, battery, accessory dealers	(NA)	3.4	(NA)	12.3	(NA)
Other automotive dealers	(NA)	46.1	(NA)	56.8	(NA)
Gasoline service stations	-47.5	73.6	79.5	58.4	59.7
Lumber, building materials, hardware, farm equip. dealers	1.1	-5.6	-7.1	9.6	10.0
Hardware stores	(NA)	(D)	(NA)	4.0	(NA)
Other	(NA)	(D)	(NA)	11.3	(NA)
Drug stores, proprietary stores	-9.2	21.5	29.0	24.4	27.4
Other retail stores[4]	-13.1	-12.8	-12.5	-5.6	-3.8
Liquor stores	-5.5	-24.8	-28.2	-13.3	-13.9
Jewelry stores	4.1	6.3	11.3	-0.9	-3.6
Book, stationery stores	-10.2	-2.8	17.6	5.8	25.4
Sporting goods, bicycle stores	-1.1	-1.2	-1.3	25.2	14.9
Florists	-3.3	5.5	10.8	20.2	30.8
Music stores	-1.7	0.7	9.6	0.5	3.2
Camera, photographic supply stores	-0.7	28.1	107.0	30.3	79.0
SELECTED SERVICE TRADES					
Hotels	7.1	13.5	44.0	11.0	16.5
Motion picture theaters	-0.1	-12.5	-23.2	-20.4	-25.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PITTSBURGH CITY AND OF PITTSBURGH STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	34.8	42.8	13.7	18.9
Food stores	8.2	14.3	2.5	4.8
Eating, drinking places	28.7	27.7	13.2	13.6
Eating places	41.2	40.7	20.2	24.3
Drinking places	12.6	14.8	5.3	6.4
General merchandise group	74.7	83.1	53.0	63.1
Department stores	82.1	87.6	73.9	81.5
Variety stores	50.4	61.6	18.5	23.9
General merchandise stores, n.e.c	(D)	8.6	1.8	1.7
Apparel, accessories stores	58.5	59.8	25.3	25.9
Shoe stores	49.7	53.4	22.3	25.4
Men's, boys' clothing and furnishings stores[2]	55.4	47.6	23.1	21.1
Family clothing stores[2]	68.7	(D)	14.5	(D)
Women's clothing, specialty stores	63.3	66.2	30.8	28.2
Ready-to-wear stores[2]	68.8	68.6	33.4	28.4
All other apparel stores	54.5	75.4	80.7	51.0
Furniture, home furnishings, appliance dealers	36.4	34.3	15.2	12.6
Furniture stores[2]	43.4	28.5	18.3	9.4
Other home furnishings stores[2]	38.8	38.8	28.5	29.3
Household appliance, radio, TV stores	21.9	47.6	6.8	16.0
Automotive group	6.7	5.0	2.0	1.6
Gasoline service stations	1.2	4.5	0.3	1.1
Lumber, building materials, hardware, farm equip. dealers	19.2	17.9	4.1	4.4
Drug stores, proprietary stores	14.8	19.8	6.1	8.3
Other retail stores[3]	41.4	41.6	19.0	20.6
Liquor stores	19.0	15.1	7.4	6.8
Jewelry stores	67.6	69.0	36.3	34.5
Book, stationery stores	67.7	73.3	46.6	55.0
Sporting goods, bicycle stores	45.1	45.0	17.4	22.0
Florists	34.8	38.0	13.6	16.9
Music stores	76.6	78.5	54.4	55.6
Camera, photographic supply stores	56.9	73.3	46.6	61.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PITTSBURGH, THE ENTIRE CITY, AND THE PITTSBURGH STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	5.1	6.7	21.7	20.2	27.9	26.2
Eating, drinking places	7.5	6.1	9.1	9.4	7.8	8.4
Eating places	6.0	4.4	5.1	4.7	4.1	3.4
Drinking places	1.5	1.7	4.0	4.7	3.7	5.0
General merchandise group	53.6	61.2	25.0	31.5	13.9	18.3
Department stores	49.6	57.2	21.0	28.0	9.2	13.3
Variety stores	3.8	3.8	2.6	2.6	2.8	3.0
General merchandise stores, n.e.c	0.2	0.2	(D)	0.9	1.9	2.0
Apparel, accessories stores	12.7	10.0	7.5	7.2	6.9	7.3
Shoe stores	2.1	1.8	1.5	1.5	1.3	1.4
Men's, boys' clothing and furnishings stores[1]	2.3	1.8	1.4	1.6	1.4	1.6
Family clothing stores[1]	0.8	(D)	0.4	0.4	0.8	0.7
Women's clothing, specialty stores	6.5	4.7	3.6	3.0	2.9	3.1
Ready-to-wear stores[1]	6.0	4.0	3.0	2.5	2.5	2.7
All other apparel stores	1.0	1.3	0.6	0.7	0.2	0.5
Furniture, home furnishings, appliance dealers	6.4	3.1	6.1	3.8	5.8	4.6
Furniture stores[1]	4.2	1.5	3.5	2.2	3.3	3.0
Other home furnishings stores[1]	1.2	0.6	1.0	0.6	0.6	0.4
Household appliance, radio, TV stores	1.0	1.0	1.6	1.0	1.9	1.2
Automotive group	2.4	1.2	12.7	10.4	16.8	14.3
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	12.0	9.7	15.9	13.4
Tire, battery, accessory dealers	(NA)	(NA)	0.6	0.6	0.7	0.7
Other automotive dealers	(NA)	(NA)	0.1	0.1	0.2	0.2
Gasoline service stations	0.1	0.2	3.8	2.3	5.4	3.9
Lumber, building materials, hardware, farm equipment dealers	1.7	1.4	3.1	3.3	5.7	6.0
Hardware stores	(NA)	(NA)	1.0	(D)	1.3	1.5
Other	(NA)	(NA)	2.1	(D)	4.4	4.5
Drug stores, proprietary stores	1.4	1.3	3.3	2.8	3.2	3.0
Other retail stores[2]	9.1	8.8	7.7	9.1	6.6	8.0
Liquor stores	1.3	1.1	2.3	3.2	2.4	3.1
Jewelry stores	2.5	2.1	1.3	1.3	1.0	1.1
Book, stationery stores	0.6	0.6	0.3	0.3	0.2	0.2
Sporting goods, bicycle stores	0.3	0.2	0.2	0.2	0.2	0.2
Florists	0.4	0.4	0.4	0.4	0.4	0.4
Music stores	0.9	0.7	0.4	0.4	0.2	0.3
Camera, photographic supply stores	0.4	0.4	0.3	0.2	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—39

CENTRAL BUSINESS DISTRICT STATISTICS



Baltimore, Maryland

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 2 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS. Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Baltimore, Maryland

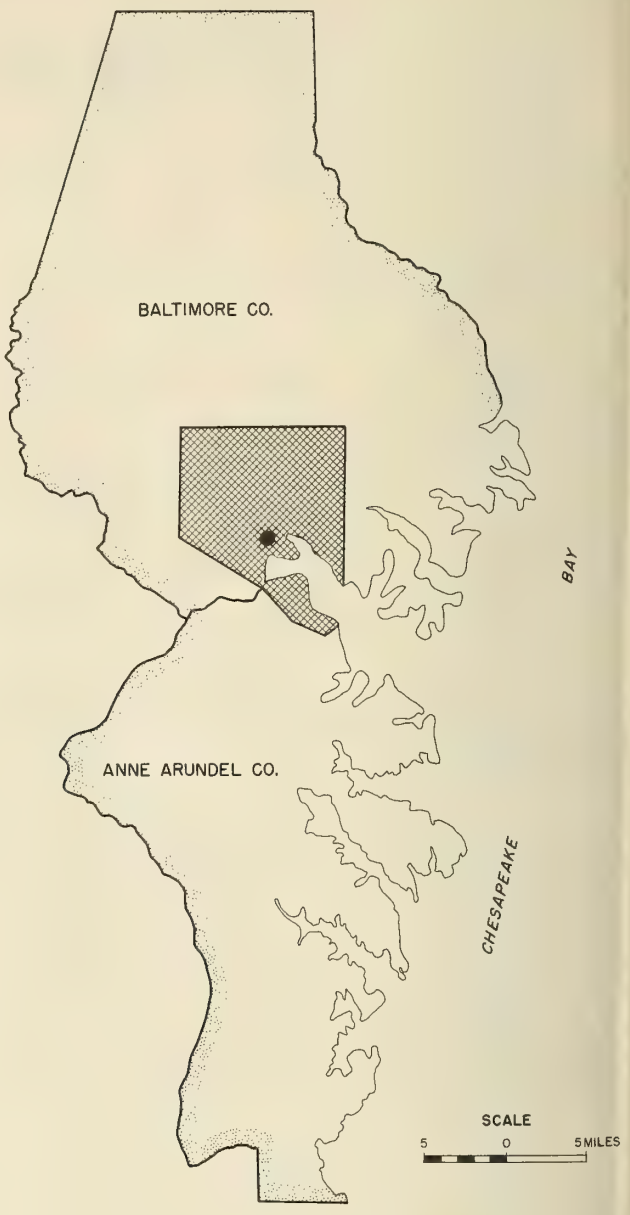
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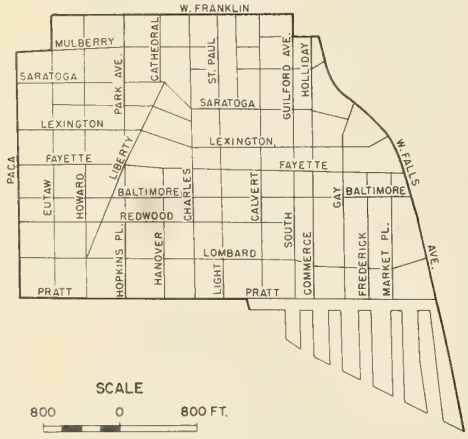
BALTIMORE, MARYLAND

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT





CENTRAL BUSINESS DISTRICT *



● CENTRAL BUSINESS DISTRICT

▨ AREA OF CITY

STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 4-1,
EXCLUDING LEXINGTON MARKET

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF BALTIMORE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	871	233,843	47,465	910	238,187	40,698
Food stores	46	10,988	1,755	76	13,569	1,694
Eating, drinking places	249	23,042	7,442	237	18,471	4,359
Eating places	176	17,530	6,143	164	13,550	3,177
Drinking places	73	5,512	1,299	73	4,921	1,182
General merchandise group	26	105,847	22,004	22	112,610	19,346
Department stores	8	98,475	20,813	9	103,966	18,028
Variety stores	8	7,095	1,176	8	7,610	1,116
General merchandise stores, n.e.c	10	277	15	5	1,034	202
Apparel, accessories stores	224	37,635	6,412	233	42,334	6,817
Shoe stores	58	9,142	1,469	40	9,107	1,415
Men's, boys' clothing and furnishings stores[3]	53	10,679	1,736	63	10,819	1,723
Family clothing stores[3]	8	2,323	392	6	2,741	413
Women's clothing, specialty stores	64	12,278	2,392	72	15,360	2,520
Ready-to-wear stores[3]	31	10,133	1,992	34	13,862	2,294
All other apparel stores	33	3,053	423	46	4,162	746
Furniture, home furnishings, appliance dealers	67	18,860	3,170	61	17,738	2,820
Furniture stores[3]	30	9,462	1,623	24	8,112	1,289
Other home furnishings stores[3]	17	1,666	348	20	2,013	401
Household appliance, radio, TV stores	14	7,540	1,199	17	7,613	1,130
Automotive group	6	1,209	110	5	897	64
Gasoline service stations	12	770	146	14	559	60
Lumber, building materials, hardware, farm equip. dealers	10	973	109	11	783	75
Hardware stores	4	249	48	7	502	51
Other	6	724	61	4	281	24
Drug stores, proprietary stores	19	5,846	861	19	5,470	741
Other retail stores.[4]	212	28,673	5,456	232	25,756	4,722
Liquor stores	12	2,300	110	14	1,545	111
Jewelry stores	46	11,810	2,375	46	10,369	2,033
Book, stationery stores	31	4,145	1,065	15	2,733	722
Sporting goods, bicycle stores	7	1,580	216	5	986	162
Florists	9	324	33	9	265	28
Music stores	11	1,283	230	12	1,334	168
Camera, photographic supply stores	4	963	87	4	732	94
SELECTED SERVICE TRADES						
Hotels	19	7,148	2,502	30	6,437	2,176
Motion picture theaters	10	2,533	526	13	2,983	711

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF BALTIMORE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	10,877	1,163,700	146,331	11,662	(D)	(D)
Food stores	3,614	278,620	18,364	4,556	233,201	13,711
Eating, drinking places	2,516	131,079	24,451	2,607	107,019	17,796
Eating places	1,116	67,015	16,207	1,129	50,588	10,460
Drinking places	1,394	63,962	8,244	1,478	56,431	7,336
General merchandise group	294	184,558	33,711	242	(D)	(D)
Department stores	20	152,278	28,760	22	(D)	(D)
Variety stores	1128	22,578	3,714	125	19,753	2,897
General merchandise stores, n.e.c.	144	9,626	1,237	95	7,897	1,173
Apparel, accessories stores	891	83,891	11,609	996	82,276	11,241
Shoe stores	179	15,716	2,092	186	15,768	2,104
Men's, boys' clothing and furnishings stores[3]	159	21,069	2,876	223	18,811	2,531
Family clothing stores[3]	53	10,873	1,421	108	11,871	1,492
Women's clothing, specialty stores	286	26,634	4,387	328	(D)	(D)
Ready-to-wear stores[3]	169	21,649	3,666	234	25,964	3,782
All other apparel stores	132	7,695	833	151	(D)	(D)
Furniture, home furnishings, appliance dealers	496	65,814	10,987	442	53,055	7,877
Furniture stores[3]	151	40,064	6,970	155	31,087	4,769
Other home furnishings stores[3]	91	7,080	1,506	150	7,302	1,303
Household appliance, radio, TV stores	156	17,116	2,511	137	14,666	1,805
Automotive group	289	172,773	17,593	251	119,607	13,096
Passenger car dealers (franchised & nonfranchised)	187	160,276	15,931	172	111,529	12,070
Tire, battery, accessory dealers	84	10,535	1,467	66	6,873	948
Other automotive dealers	18	1,962	195	13	1,205	78
Gasoline service stations	614	50,268	5,157	539	27,433	3,208
Lumber, building materials, hardware, farm equip. dealers	376	47,565	5,736	344	28,953	3,616
Hardware stores	223	8,782	793	229	9,219	849
Other	149	38,669	4,943	115	19,734	2,767
Drug stores, proprietary stores	425	49,084	5,899	437	37,587	4,226
Other retail stores[4]	1,362	100,048	12,824	1,248	89,008	10,591
Liquor stores	244	24,123	1,340	250	18,866	1,019
Jewelry stores	136	16,723	3,107	113	14,269	2,657
Book, stationery stores	59	5,203	1,153	42	(D)	(D)
Sporting goods, bicycle stores	50	3,233	311	32	2,061	210
Florists	129	3,663	446	127	3,265	447
Music stores	53	2,962	458	62	2,589	303
Camera, photographic supply stores	9	2,015	214	16	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	66	(D)	(D)	85	12,461	3,981
Motion picture theaters	92	9,934	2,669	113	[5]12,022	[5]2,713

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 900 such establishments with sales of $76,098,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
BALTIMORE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	13,578	1,480,176	178,944	14,293	(D)	(D)
Food stores	4,209	378,519	24,919	5,338	292,067	16,940
Eating, drinking places	3,190	167,679	31,040	3,238	128,189	20,739
Eating places	1,465	85,295	20,065	1,351	58,409	11,779
Drinking places	1,719	82,282	10,975	1,887	69,780	8,960
General merchandise group	402	206,515	36,855	326	(D)	(D)
Department stores	23	163,845	30,747	22	(D)	(D)
Variety stores	149	27,632	4,467	151	23,211	3,299
General merchandise stores, n.e.c	228	14,962	1,641	153	12,076	1,431
Apparel, accessories stores	1,041	94,906	12,934	1,116	87,371	11,760
Shoe stores	223	18,164	2,413	204	16,450	2,179
Men's, boys' clothing and furnishings stores[3]	185	23,315	3,146	251	20,086	2,646
Family clothing stores[3]	65	13,158	1,720	127	12,664	1,565
Women's clothing, specialty stores	327	29,431	4,711	361	(D)	(D)
Ready-to-wear stores[3]	202	24,027	3,960	265	27,716	3,996
All other apparel stores	153	8,778	944	173	(D)	(D)
Furniture, home furnishings, appliance dealers	585	74,748	12,223	511	56,663	8,373
Furniture stores[3]	173	44,617	7,668	168	32,308	4,957
Other home furnishings stores[3]	100	8,035	1,643	166	7,603	1,338
Household appliance, radio, TV stores	198	20,396	2,912	177	16,752	2,078
Automotive group	409	217,041	22,182	355	141,366	15,206
Passenger car dealers (franchised & nonfranchised)	275	200,489	20,138	255	131,149	13,981
Tire, battery, accessory dealers	105	12,965	1,738	77	7,876	1,069
Other automotive dealers	27	3,587	306	23	2,341	156
Gasoline service stations	1,026	79,766	7,467	923	42,591	4,292
Lumber, building materials, hardware, farm equip. dealers	508	72,744	8,600	465	43,463	5,275
Hardware stores	293	14,372	1,390	293	12,975	1,148
Other	211	58,258	7,210	172	30,488	4,127
Drug stores, proprietary stores	530	64,585	7,752	518	45,526	5,116
Other retail stores[4]	1,678	123,673	14,972	1,503	105,667	12,004
Liquor stores	302	30,198	1,745	317	22,908	1,204
Jewelry stores	165	17,836	3,204	129	14,762	2,720
Book, stationery stores	63	5,556	1,195	47	3,809	823
Sporting goods, bicycle stores	66	4,045	380	50	(D)	(D)
Florists	154	4,509	576	150	4,469	490
Music stores	55	(D)	(D)	67	2,747	326
Camera, photographic supply stores	13	2,047	214	18	1,598	163
SELECTED SERVICE TRADES						
Hotels	75	12,634	4,246	95	13,279	4,217
Motion picture theaters	112	11,686	3,182	137	[5]13,265	[5]3,182

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,043 such establishments with sales of $80,309,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were two drive-in theaters in this SMA in 1948.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF BALTIMORE, THE ENTIRE CITY, AND THE BALTIMORE STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-1.8	(D)	(D)	(D)	(D)
Food stores	-19.0	19.5	21.9	29.6	32.0
Eating, drinking places	24.7	22.5	22.0	30.8	31.8
Eating places	29.4	32.4	33.6	46.0	51.1
Drinking places	12.0	13.3	13.5	17.9	18.4
General merchandise group	-6.0	(D)	(D)	(D)	(D)
Department stores	-5.3	(D)	(D)	(D)	(D)
Variety stores	-6.0	14.3	27.5	19.0	31.6
General merchandise stores, n.e.c	-73.2	21.9	36.2	23.9	33.0
Apparel, accessories stores	-11.1	2.0	15.8	8.6	27.2
Shoe stores	0.4	-0.3	-1.3	10.4	22.9
Men's, boys' clothing and furnishings stores[3]	-1.3	12.0	30.0	16.1	39.6
Family clothing stores[3]	-15.3	-8.4	-6.4	3.9	9.2
Women's clothing, specialty stores	-20.1	(D)	(D)	(D)	(D)
Ready-to-wear stores[3]	-26.9	-16.6	-4.9	-13.3	0.3
All other apparel stores	-26.7	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers	6.3	24.0	33.0	31.9	43.6
Furniture stores[3]	16.6	28.9	33.2	38.1	58.4
Other home furnishings stores[3]	-17.2	-3.1	2.4	5.7	13.9
Household appliance, radio, TV stores	-1.0	16.7	35.8	21.8	40.7
Automotive group	34.8	44.5	44.5	53.5	53.7
Passenger car dealers (franchised and nonfranchised)	(NA)	43.7	(NA)	52.9	(NA)
Tire, battery, accessory dealers	(NA)	53.3	(NA)	64.6	(NA)
Other automotive dealers	(NA)	62.8	(NA)	53.2	(NA)
Gasoline service stations	37.7	83.2	84.2	87.3	87.9
Lumber, building materials, hardware, farm equip. dealers	24.3	64.3	65.4	67.4	68.2
Hardware stores	-50.4	-4.8	-2.1	10.8	13.2
Other	157.7	96.0	95.1	91.1	90.5
Drug stores, proprietary stores	6.9	30.6	34.6	41.9	46.6
Other retail stores[4]	11.3	12.4	12.8	17.0	18.0
Liquor stores	48.9	27.9	26.0	31.8	30.6
Jewelry stores	13.9	17.1	26.0	20.8	37.2
Book, stationery stores	51.7	(D)	(D)	45.9	31.1
Sporting goods, bicycle stores	60.2	56.9	53.8	(D)	(D)
Florists	22.3	12.2	11.3	0.9	-0.5
Music stores	-3.8	14.4	33.8	(D)	(D)
Camera, photographic supply stores	31.6	(D)	(D)	28.1	25.2
SELECTED SERVICE TRADES					
Hotels	11.4	(D)	(D)	-4.9	-19.8
Motion picture theaters	-15.1	-17.4	-18.1	[5] -11.9	[5] -11.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were two drive-in theaters in this SMA in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF BALTIMORE CITY AND OF BALTIMORE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	20.1	(D)	15.8	(D)
Food stores	3.9	5.8	2.9	4.6
Eating, drinking places	17.6	17.3	13.7	14.4
Eating places	26.2	26.8	20.6	23.2
Drinking places	8.6	8.7	6.7	7.1
General merchandise group	57.4	(D)	51.3	(D)
Department stores	64.7	(D)	60.1	(D)
Variety stores	31.4	38.5	25.7	32.8
General merchandise stores, n.e.c.	2.9	13.1	1.9	8.6
Apparel, accessories stores	44.9	51.5	39.7	48.5
Shoe stores	58.2	57.8	50.3	55.4
Men's, boys' clothing and furnishings stores[2]	50.7	57.5	45.8	53.9
Family clothing stores[2]	21.4	23.1	17.7	21.6
Women's clothing, specialty stores	46.1	(D)	41.7	(D)
Ready-to-wear stores[2]	46.8	53.4	42.2	50.0
All other apparel stores	39.7	(D)	34.8	(D)
Furniture, home furnishings, appliance dealers	28.7	33.4	25.2	31.3
Furniture stores[2]	23.6	26.1	21.2	25.1
Other home furnishings stores[2]	23.5	27.6	20.7	26.5
Household appliance, radio, TV stores	44.1	51.9	37.0	45.4
Automotive group	0.7	0.7	0.6	0.6
Gasoline service stations	1.5	2.0	1.0	1.3
Lumber, building materials, hardware, farm equip. dealers	2.0	2.7	1.3	1.8
Hardware stores	2.8	5.4	1.7	3.9
Other	1.9	1.4	1.2	0.9
Drug stores, proprietary stores	11.9	14.6	9.1	12.0
Other retail stores[3]	28.7	28.9	23.2	24.4
Liquor stores	9.5	8.2	7.6	6.7
Jewelry stores	70.6	72.7	66.2	70.2
Book, stationery stores	79.7	(D)	74.6	71.8
Sporting goods, bicycle stores	48.9	47.8	39.1	(D)
Florists	8.8	8.1	7.2	5.9
Music stores	43.3	51.5	(D)	48.6
Camera, photographic supply stores	47.8	(D)	47.0	45.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF BALTIMORE, THE ENTIRE CITY, AND THE BALTIMORE STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City[3]	Standard Metropolitan Area[3]
	1954	1948	1954	1954
Retail stores, total	100.0	100.0	100.0	100.0
Food stores	4.7	5.7	23.9	25.6
Eating, drinking places	9.9	7.8	11.3	11.3
Eating places	7.5	5.7	5.8	5.8
Drinking places	2.4	2.1	5.5	5.5
General merchandise group	45.3	47.3	15.9	14.0
Department stores	42.1	43.6	13.1	11.1
Variety stores	3.0	3.2	1.9	1.9
General merchandise stores, n.e.c	0.2	0.5	0.9	1.0
Apparel, accessories stores	16.1	17.8	7.2	6.3
Shoe stores	3.9	3.8	1.4	1.2
Men's, boys' clothing and furnishings stores[1]	4.6	4.7	1.9	1.6
Family clothing stores[1]	1.0	1.2	0.9	0.9
Women's clothing, specialty stores	5.3	6.5	2.3	2.0
Ready-to-wear stores[1]	4.3	5.8	1.9	1.6
All other apparel stores	1.3	1.7	0.7	0.6
Furniture, home furnishings, appliance dealers	8.1	7.4	5.7	5.0
Furniture stores[1]	4.0	3.4	3.5	3.0
Other home furnishings stores[1]	0.8	0.8	0.7	0.5
Household appliance, radio, TV stores	3.3	3.2	1.5	1.5
Automotive group	0.5	0.4	14.8	14.7
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	13.8	13.5
Tire, battery, accessory dealers	(NA)	(NA)	0.8	1.0
Other automotive dealers	(NA)	(NA)	0.2	0.2
Gasoline service stations	0.3	0.2	4.3	5.4
Lumber, building materials, hardware, farm equipment dealers	0.4	0.3	4.1	4.9
Hardware stores	0.1	0.2	0.8	1.0
Other	0.3	0.1	3.3	3.9
Drug stores, proprietary stores	2.5	2.3	4.2	4.4
Other retail stores[2]	12.3	10.8	8.6	8.4
Liquor stores	1.0	0.6	2.1	2.0
Jewelry stores	5.1	4.3	1.4	1.2
Book, stationery stores	1.8	1.1	0.4	0.4
Sporting goods, bicycle stores	0.7	0.4	0.3	0.3
Florists	0.1	0.1	0.3	0.3
Music stores	0.5	0.6	0.3	(D)
Camera, photographic supply stores	0.4	0.3	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

[3] Data for 1948 city and Standard Metropolitan Area not shown to avoid disclosures of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

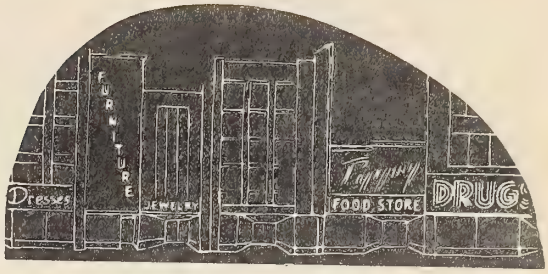
Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

Bulletin CBD—40

CENTRAL BUSINESS DISTRICT STATISTICS



Indianapolis, Indiana

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE · BUREAU OF THE CENSUS · *WASHINGTON* · *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. Unite States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishment Single Units and Multiunits, Legal Form of Organization, Me chandise Inventories, Credit Sales, etc. (Most chapters also a separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. Unit States summary and separate chapters for each State, the Distri of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; wi cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establis ments. (Chapters also are separate reports in bulletin series R–1

Volume III.—WHOLESALE TRADE, SUMMARY STATISTIC United States summary and separate chapters, of statistics clas fied by kind of business and geographic areas, for: Size of Who sale Establishments, Credit Sales, Warehouse Space, Commodi Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTIC United States summary and separate chapters for each State, t District of Columbia, Alaska, and Hawaii, of statistics by counti cities, and standard metropolitan areas, and by kind of busine with cross classifications by kind of business for standard met politan areas, and for counties and cities with 100 or more wh sale establishments. (Chapters also are separate reports bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMA STATISTICS. United States summary and separate chapters statistics classified by kind of business and geographic areas, f Receipts Size of Establishments, Employment Size of Establi ments, Legal Form of Organization, Single Units and Multiun Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STAT TICS. United States summary and separate chapters for e State, the District of Columbia, Alaska, and Hawaii, of statis by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard me politan area data.

TRADE BULLETINS.—Primarily a reorganization of busi data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-40—Indianapolis, Ind.
Washington, D. C., 1956

For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Comm
Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) program. In their work on the CBD's, the Census Tract committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristic gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures are compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for lease

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

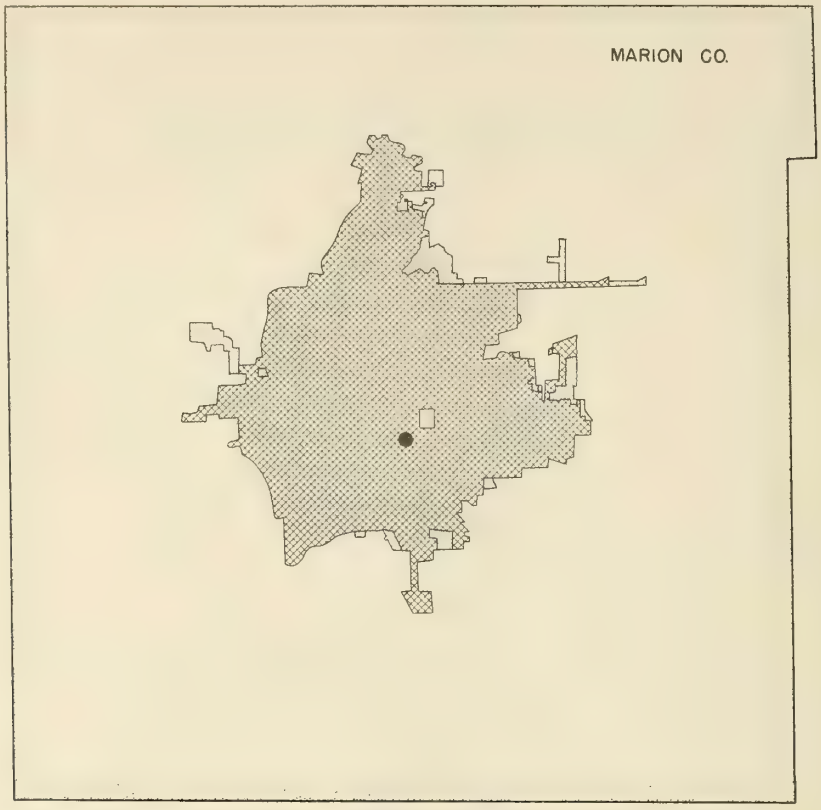
Indianapolis, Indiana

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INDIANAPOLIS, INDIANA

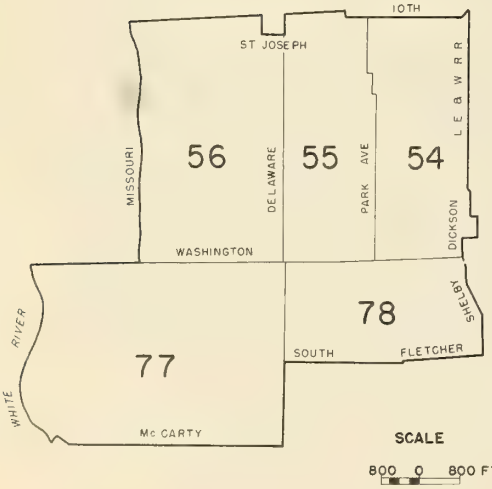
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



SCALE

5 0 5 MILES

CENTRAL BUSINESS DISTRICT





- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- 54 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF INDIANAPOLIS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	977	293,085	46,916	1,181	265,216	42,391
Food stores	144	10,004	843	208	10,859	833
Eating, drinking places	264	17,435	4,050	260	16,226	3,726
Eating places	159	10,828	2,939	169	11,322	2,807
Drinking places	105	6,607	1,111	91	4,904	919
General merchandise group	26	120,023	21,219	23	107,831	20,169
Department stores	8	109,965	19,199	7	98,044	18,684
Variety stores	6	9,213	1,859	7	9,311	1,440
General merchandise stores, n.e.c	12	845	161	9	476	45
Apparel, accessories stores	118	25,333	4,109	141	30,790	3,958
Shoe stores	29	4,946	718	37	5,927	736
Men's, boys' clothing and furnishings stores[3]	22	6,163	1,177	27	4,967	487
Family clothing stores[3]	10	2,403	332	11	7,211	1,137
Women's clothing, specialty stores	37	8,892	1,263	40	8,592	1,050
Ready-to-wear stores[3]	22	6,947	925	24	7,926	960
All other apparel stores	19	2,916	619	24	4,057	548
Furniture, home furnishings, appliance dealers	54	20,619	4,213	74	18,636	3,465
Furniture stores[3]	23	15,713	3,557	36	14,723	2,779
Other home furnishings stores[3]	14	1,963	292	17	1,823	293
Household appliance, radio, TV stores	13	2,925	364	18	2,026	393
Automotive group	57	55,614	5,499	58	41,106	4,463
Passenger car dealers (franchised & nonfranchised)	32	49,140	4,283	31	35,357	3,532
Tire, battery, accessory dealers	20	5,998	1,195	20	5,160	863
Other automotive dealers	5	476	21	7	589	68
Gasoline service stations	53	4,903	595	54	4,477	488
Lumber, building materials, hardware, farm equip. dealers	22	5,276	924	32	4,418	801
Drug stores, proprietary stores	38	7,131	1,145	47	7,484	949
Other retail stores[4]	201	26,747	4,319	284	23,389	3,539
Liquor stores	24	1,315	58	37	1,971	94
Jewelry stores	38	8,974	1,739	43	7,351	1,428
Book, stationery stores	11	1,660	327	11	1,153	188
Sporting goods, bicycle stores	11	1,083	170	9	1,082	122
Florists	9	482	66	16	616	132
Music stores	13	1,613	311	11	1,697	263
Camera, photographic supply stores	5	984	191	6	1,107	169
SELECTED SERVICE TRADES						
Hotels	53	8,880	3,439	58	8,108	2,780
Motion picture theaters	12	2,708	587	13	2,852	531

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF INDIANAPOLIS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,377	738,916	94,653	4,445	553,053	71,551
Food stores	905	139,720	10,162	1,190	103,842	6,917
Eating, drinking places	933	59,912	12,810	912	43,133	8,887
Eating places	548	35,060	8,994	537	23,988	5,683
Drinking places	385	24,852	3,816	375	19,145	3,204
General merchandise group	118	130,003	22,466	127	113,146	20,728
Department stores	8	109,965	19,199	7	98,044	18,684
Variety stores	38	14,673	2,727	40	11,678	1,756
General merchandise stores, n.e.c.	72	5,365	540	80	3,424	288
Apparel, accessories stores	262	36,743	5,352	236	35,030	4,345
Shoe stores	52	6,714	945	53	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	40	(D)	(D)	41	(D)	(D)
Family clothing stores[3]	31	4,111	495	18	7,779	1,189
Women's clothing, specialty stores	98	13,680	1,828	79	(D)	(D)
Ready-to-wear stores[3]	59	10,890	1,374	44	9,175	893
All other apparel stores	33	3,862	(D)	37	(D)	(D)
Furniture, home furnishings, appliance dealers	271	41,361	6,953	233	30,279	4,990
Furniture stores[3]	95	24,937	4,943	81	19,756	3,368
Other home furnishings stores[3]	39	4,297	681	36	3,590	676
Household appliance, radio, TV stores	107	11,431	1,329	90	6,545	946
Automotive group	231	161,224	14,857	195	107,195	10,152
Passenger car dealers (franchised & nonfranchised)	159	149,950	(D)	135	99,132	9,003
Tire, battery, accessory dealers	47	8,096	1,529	46	7,004	1,064
Other automotive dealers	25	3,178	(D)	14	1,059	85
Gasoline service stations	478	39,968	3,986	413	24,705	2,306
Lumber, building materials, hardware, farm equip. dealers	223	38,915	6,177	182	21,335	3,499
Hardware stores	97	4,369	422	99	6,443	644
Other	124	34,518	5,755	83	14,892	2,855
Drug stores, proprietary stores	268	35,212	4,301	272	27,484	3,060
Other retail stores[4]	688	55,858	7,589	685	47,354	6,667
Liquor stores	110	6,695	334	122	6,290	327
Jewelry stores	75	(D)	(D)	61	(D)	(D)
Book, stationery stores	24	2,303	449	17	1,317	202
Sporting goods, bicycle stores	36	1,921	248	23	1,487	140
Florists	57	2,463	437	55	2,173	385
Music stores	28	(D)	(D)	34	(D)	(D)
Camera, photographic supply stores	9	1,249	221	11	1,279	182
SELECTED SERVICE TRADES						
Hotels	75	(D)	(D)	71	9,434	3,203
Motion picture theaters	44	5,034	1,237	49	[5]4,932	[5]1,108

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 256 such establishments with sales of $32,940,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
INDIANAPOLIS STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	4,831	794,270	100,513	5,069	592,282	75,064
Food stores	997	156,341	11,276	1,368	115,465	7,502
Eating, drinking places	1,013	66,996	14,460	1,013	46,731	9,557
Eating places	608	40,351	10,344	614	26,775	6,239
Drinking places	405	26,645	4,116	399	19,956	3,318
General merchandise group	129	130,806	22,531	150	113,846	20,760
Department stores	8	109,965	19,199	7	98,044	18,684
Variety stores	45	15,023	2,763	50	11,911	1,771
General merchandise stores, n.e.c.	76	5,818	569	93	3,891	305
Apparel, accessories stores	280	38,211	5,529	243	35,323	4,364
Shoe stores	57	7,005	1,011	55	6,573	806
Men's, boys' clothing and furnishings stores[3]	42	(D)	(D)	43	6,041	579
Family clothing stores[3]	35	4,217	501	18	7,779	1,189
Women's clothing, specialty stores	105	14,566	1,922	81	10,197	1,206
Ready-to-wear stores[3]	65	11,773	1,468	44	9,175	893
All other apparel stores	33	3,862	(D)	38	4,489	584
Furniture, home furnishings, appliance dealers	290	43,246	7,180	252	31,570	5,159
Furniture stores[3]	100	25,965	5,030	84	19,950	3,387
Other home furnishings stores[3]	43	4,640	765	39	3,923	755
Household appliance, radio, TV stores	117	11,945	1,385	100	7,241	1,017
Automotive group	248	165,142	15,180	224	111,261	10,538
Passenger car dealers (franchised & nonfranchised)	166	152,233	13,382	147	100,774	9,156
Tire, battery, accessory dealers	55	8,557	1,578	50	7,155	1,077
Other automotive dealers	27	4,352	220	27	3,332	305
Gasoline service stations	594	49,822	4,822	547	30,280	2,664
Lumber, building materials, hardware, farm equip. dealers	258	46,716	7,088	228	26,488	4,268
Hardware stores	112	5,547	555	119	7,259	712
Other	144	41,141	6,533	109	19,229	3,556
Drug stores, proprietary stores	293	38,410	4,634	302	29,432	3,232
Other retail stores[4]	729	58,580	7,813	742	51,886	7,020
Liquor stores	116	7,033	342	128	6,461	332
Jewelry stores	76	10,192	1,904	62	7,699	1,476
Book, stationery stores	24	2,303	449	17	1,317	202
Sporting goods, bicycle stores	43	2,199	274	28	1,551	147
Florists	64	2,760	485	64	2,401	408
Music stores	29	2,769	404	35	1,972	283
Camera, photographic supply stores	9	1,249	221	11	1,279	182
SELECTED SERVICE TRADES						
Hotels	76	11,453	4,303	71	9,434	3,203
Motion picture theaters	54	6,350	1,528	54	[5]5,046	[5]1,261

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 274 such establishments with sales of $34,015,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were two drive-in theaters in this SMA in 1948.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF INDIANAPOLIS, THE ENTIRE CITY, AND THE INDIANAPOLIS STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	10.5	33.5	54.6	34.1	53.2
Food stores	-7.9	34.6	39.5	35.4	40.0
Eating, drinking places	7.5	38.9	57.9	43.4	62.5
Eating places	-4.4	46.2	91.3	50.7	91.1
Drinking places	34.7	29.8	28.1	33.5	33.1
General merchandise group	11.3	14.9	87.8	14.9	79.3
Department stores	12.2	12.2	...	12.2	...
Variety stores	-1.1	25.6	130.7	26.1	123.5
General merchandise stores, n.e.c.	77.5	56.7	53.3	49.5	-45.6
Apparel, accessories stores	-17.7	4.9	169.1	8.2	184.1
Shoe stores	-16.6	(D)	(D)	6.6	218.7
Men's, boys' clothing and furnishings stores[3]	24.1	(D)	(D)	(D)	(D)
Family clothing stores[3]	-66.7	-47.2	200.7	-45.8	219.4
Women's clothing, specialty stores	3.5	(D)	(D)	42.8	253.5
Ready-to-wear stores[3]	-12.4	(D)	(D)	28.3	286.4
All other apparel stores	-28.1	(D)	(D)	-14.0	119.0
Furniture, home furnishings, appliance dealers	10.6	36.6	78.1	37.0	74.9
Furniture stores[3]	6.7	26.2	83.3	30.2	96.1
Other home furnishings stores[3]	7.7	19.7	32.1	18.3	27.5
Household appliance, radio, TV stores	44.4	74.7	88.2	65.0	73.0
Automotive group	35.3	50.4	59.8	48.4	56.1
Passenger car dealers (franchised and nonfranchised)	39.0	51.3	58.1	51.1	57.6
Tire, battery, accessory dealers	16.2	15.6	13.8	19.6	28.3
Other automotive dealers	-19.2	200.1	474.9	30.6	41.3
Gasoline service stations	9.5	61.8	73.3	64.5	74.1
Lumber, building materials, hardware, farm equip. dealers	19.4	82.4	98.8	76.4	87.8
Hardware stores	(NA)	-32.2	(NA)	-23.6	(NA)
Other	(NA)	131.8	(NA)	114.0	(NA)
Drug stores, proprietary stores	-4.7	28.1	40.4	30.5	42.5
Other retail stores[4]	14.4	18.0	21.5	12.9	11.7
Liquor stores	-33.3	6.4	24.6	8.9	27.3
Jewelry stores	22.1	(D)	(D)	32.4	250.0
Book, stationery stores	44.0	74.9	292.1	74.9	292.1
Sporting goods, bicycle stores	0.1	29.2	106.9	41.8	138.0
Florists	-21.8	13.3	27.2	15.6	27.6
Music stores	-5.0	(D)	(D)	40.4	320.4
Camera, photographic supply stores	-11.1	-2.4	54.1	-2.4	54.1
SELECTED SERVICE TRADES					
Hotels	9.5	(D)	(D)	21.4	94.1
Motion picture theaters	-5.1	2.1	11.8	[5]25.8	[5]66.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were two drive-in theaters in this SMA in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF INDIANAPOLIS CITY AND OF INDIANAPOLIS STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	39.7	47.9	36.9	44.8
Food stores	7.2	10.5	6.4	9.4
Eating, drinking places	29.1	37.6	26.0	34.7
Eating places	30.9	47.2	26.8	42.3
Drinking places	26.6	25.6	24.8	24.6
General merchandise group	92.3	95.3	91.8	94.7
Department stores	100.0	100.0	100.0	100.0
Variety stores	62.8	79.7	61.3	78.2
General merchandise stores, n.e.c	15.8	13.9	14.5	12.2
Apparel, accessories stores	68.9	87.9	66.9	87.2
Shoe stores	73.7	(D)	70.6	90.2
Men's, boys' clothing and furnishings stores[2]	(D)	(D)	(D)	82.2
Family clothing stores[2]	58.5	92.7	57.0	92.7
Women's clothing, specialty stores	65.0	(D)	61.0	84.3
Ready-to-wear stores[2]	63.8	(D)	59.0	86.4
All other apparel stores	75.5	(D)	75.5	90.4
Furniture, home furnishings, appliance dealers	49.9	61.5	47.7	59.0
Furniture stores[2]	63.0	74.5	60.6	73.8
Other home furnishings stores[2]	45.7	50.8	42.3	46.5
Household appliance, radio, TV stores	25.6	31.0	24.5	28.0
Automotive group	34.5	38.3	33.7	36.9
Passenger car dealers (franchised and nonfranchised)	32.8	35.7	32.3	35.1
Tire, battery, accessory dealers	74.1	73.7	70.1	72.1
Other automotive dealers	15.0	55.6	10.9	17.7
Gasoline service stations	12.3	18.1	9.8	14.8
Lumber, building materials, hardware, farm equip. dealers	13.6	20.7	11.3	16.7
Drug stores, proprietary stores	20.3	27.2	18.6	25.4
Other retail stores[3]	47.9	49.4	45.7	45.1
Liquor stores	19.6	31.3	18.7	30.5
Jewelry stores	(D)	(D)	88.0	95.5
Book, stationery stores	72.1	87.5	72.1	87.5
Sporting goods, bicycle stores	56.4	72.8	49.2	69.8
Florists	19.6	28.3	17.5	25.7
Music stores	(D)	(D)	58.3	86.1
Camera, photographic supply stores	78.8	86.6	78.8	86.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF INDIANAPOLIS, THE ENTIRE CITY, AND THE INDIANAPOLIS STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	3.4	4.1	18.9	18.7	19.7	19.5
Eating, drinking places	5.9	6.1	8.1	7.8	8.4	7.9
Eating places	3.6	4.3	4.7	4.3	5.0	4.5
Drinking places	2.3	1.8	3.4	3.5	3.4	3.4
General merchandise group	41.0	40.7	17.6	20.4	16.5	19.2
Department stores	37.6	37.0	14.9	17.7	13.9	16.5
Variety stores	3.1	3.5	2.0	2.1	1.9	2.0
General merchandise stores, n.e.c.	0.3	0.2	0.7	0.6	0.7	0.7
Apparel, accessories stores	8.6	11.6	4.9	6.3	4.8	5.9
Shoe stores	1.7	2.3	0.9	(D)	0.9	1.1
Men's, boys' clothing and furnishings stores[1]	2.1	1.9	(D)	(D)	(D)	1.0
Family clothing stores[1]	0.8	2.7	0.6	1.4	0.5	1.3
Women's clothing, specialty stores	3.0	3.2	1.9	(D)	1.9	1.7
Ready-to-wear stores[1]	2.4	3.0	1.5	(D)	1.5	1.5
All other apparel stores	1.0	1.5	0.5	(D)	0.5	0.8
Furniture, home furnishings, appliance dealers	7.0	7.0	5.6	5.5	5.4	5.3
Furniture stores[1]	5.4	5.5	3.4	3.6	3.3	3.4
Other home furnishings stores[1]	0.6	0.7	0.7	0.7	0.6	0.7
Household appliance, radio, TV stores	1.0	0.8	1.5	1.2	1.5	1.2
Automotive group	19.0	15.5	21.8	19.4	20.8	18.8
Passenger car dealers (franchised and nonfranchised)	16.8	13.3	20.3	17.9	19.2	17.0
Tire, battery, accessory dealers	2.0	1.9	1.1	1.3	1.1	1.2
Other automotive dealers	0.2	0.3	0.4	0.2	0.5	0.6
Gasoline service stations	1.7	1.7	5.4	4.5	6.3	5.1
Lumber, building materials, hardware, farm equipment dealers	1.8	1.7	5.3	3.9	5.9	4.5
Hardware stores	(NA)	(NA)	0.6	1.2	0.7	1.2
Other	(NA)	(NA)	4.7	2.7	5.2	3.3
Drug stores, proprietary stores	2.4	2.8	4.8	5.0	4.8	5.0
Other retail stores[2]	9.1	8.8	7.6	8.6	7.4	8.8
Liquor stores	0.4	0.7	0.9	1.1	0.9	1.1
Jewelry stores	3.1	2.8	(D)	(D)	1.3	1.3
Book, stationery stores	0.6	0.4	0.3	0.2	0.3	0.2
Sporting goods, bicycle stores	0.4	0.4	0.3	0.3	0.3	0.3
Florists	0.2	0.2	0.3	0.4	0.3	0.4
Music stores	0.6	0.6	(D)	(D)	0.3	0.3
Camera, photographic supply stores	0.3	0.5	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

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Bulletin CBD—41

CENTRAL BUSINESS DISTRICT STATISTICS



Savannah, Georgia

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE • BUREAU OF THE CENSUS • *WASHINGTON* • *1956*

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Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** Unit States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishmen Single Units and Multiunits, Legal Form of Organization, M chandise Inventories, Credit Sales, etc. (Most chapters also separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** Unit States summary and separate chapters for each State, the Distr of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; w cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establi ments. (Chapters also are separate reports in bulletin series R–

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTI** United States summary and separate chapters, of statistics cla fied by kind of business and geographic areas, for: Size of Wh sale Establishments, Credit Sales, Warehouse Space, Commod Line Sales, Legal Form of Organization, and Petroleum Bulk S tions, etc. (Most chapters also are separate reports in bulle series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTI** United States summary and separate chapters for each State, District of Columbia, Alaska, and Hawaii, of statistics by count cities, and standard metropolitan areas, and by kind of busine with cross classifications by kind of business for standard met politan areas, and for counties and cities with 100 or more wh sale establishments. (Chapters also are separate reports bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMA STATISTICS.** United States summary and separate chapters statistics classified by kind of business and geographic areas, f Receipts Size of Establishments, Employment Size of Establi ments, Legal Form of Organization, Single Units and Multiun Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STAT TICS.** United States summary and separate chapters for e State, the District of Columbia, Alaska, and Hawaii, of statis by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are sepa reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS Establishments, sales or receipts, and payroll for retail tr hotels, and theaters, for the central business district of each selected large cities with comparable city and standard me politan area data.

TRADE BULLETINS.—Primarily a reorganization of busi data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

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Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses f Manufactures and Mineral Industries, was authorized by aw under Title 13, United States Code, section 131. These 954 Censuses covered businesses operated in continental Jnited States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted n Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholeale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, otels, and motion picture theaters in selected central busiess districts and related cities and standard metropolitan reas. The definition and map of the Central Business District for which data are shown in this bulletin and its elation to the Central City and Standard Metropolitan Area f which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area epresenting their "Central Business District," it was necesary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 ensus data for them could be implemented. The delineation f Central Business Districts was accomplished with the operation of the Census Tract Committees in the large ties included in the Central Business District (CBD) rogram. In their work on the CBD's, the Census Tract ommittees obtained the representation of a variety of local terests, such as business firms and associations, newspapers, lanning agencies, welfare organizations, local governmental odies, etc.

The objective of the CBD Program was stated, as follows, a letter from the Director of the Census Bureau to the ract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

ecause there are no generally accepted rules for determining hat a CBD area should include or exclude, the Census ureau did not provide rigid specifications for defining the BD but (1) provided a general characterization of the BD, describing it as "an area of very high land valuation, n area characterized by a high concentration of retail busisses, offices, theaters, hotels, and 'service' businesses, and a area of high traffic flow"; and (2) required that the BD ordinarily should be defined to follow existing tract es, i. e., to consist of one or more whole Census tracts. ne emphasis put on tracts was based on the anticipation at other Census statistics than those derived from the 54 Census of Business would also [eventually] be tabulated r CBD's. It was recognized that tract basis for CBD's ght lead to the inclusion of some land area not properly thin a strictly defined CBD or to the exclusion of a small rtion of what should be in the CBD. It was believed that is limitation generally would not prove to be serious as e difference in area probably would not significantly alter e magnitudes being measured. Provision, however, was ıde for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual,* issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual,* and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Savannah, Georgia

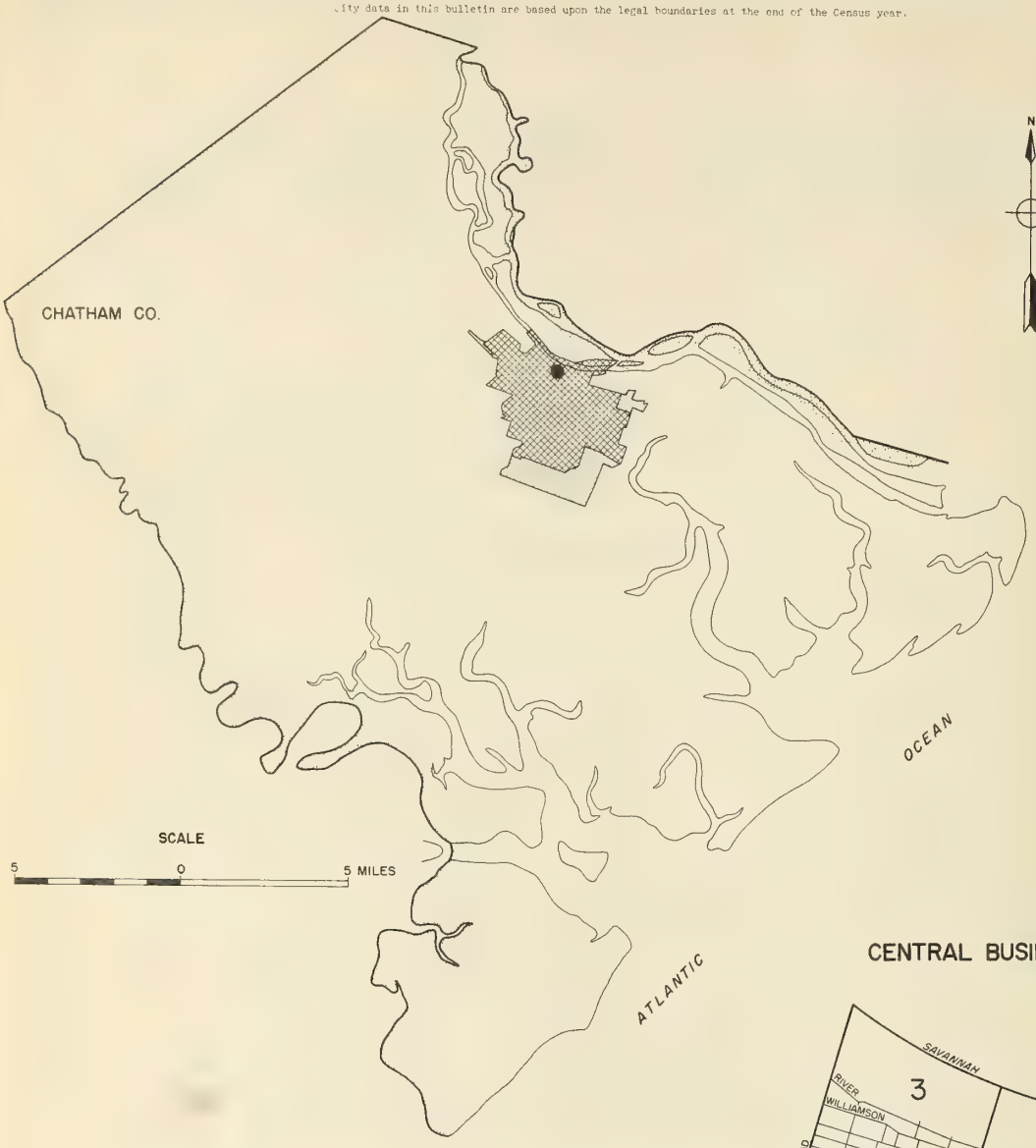
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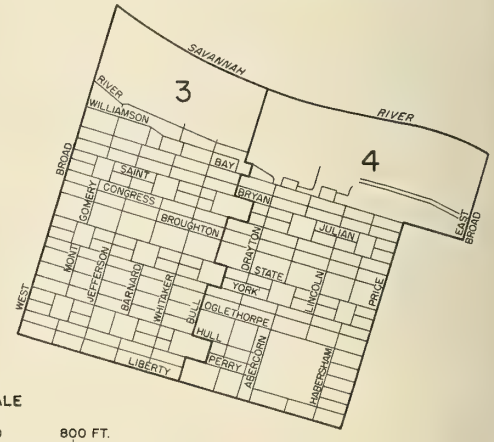
SAVANNAH, GEORGIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

City data in this bulletin are based upon the legal boundaries at the end of the Census year.



CENTRAL BUSINESS DISTRICT



SCALE
800 0 800 FT.

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- 3 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SAVANNAH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	339	59,184	8,402	409	51,201	6,399
Food stores	33	5,049	297	46	5,210	268
Eating, drinking places	55	3,426	705	70	3,212	530
Eating places	45	2,950	668	56	2,746	478
Drinking places	10	476	37	14	466	52
General merchandise group	21	11,681	1,815	19	9,509	1,274
Variety stores	8	3,421	486	8	3,240	436
General merchandise stores (except variety)	13	8,260	1,329	11	6,269	838
Apparel, accessories stores	81	12,083	1,723	76	10,212	1,191
Shoe stores	23	2,653	370	16	(D)	(D)
Men's, boys' clothing and furnishings stores[3]	15	2,217	359	16	(D)	(D)
Family clothing stores[3]	13	2,404	344	4	1,289	156
Women's clothing, specialty stores	27	4,342	586	33	(D)	(D)
Ready-to-wear stores[3]	16	3,652	507	25	(D)	(D)
All other apparel stores	3	467	64	6	282	31
Furniture, home furnishings, appliance dealers	28	5,684	1,068	35	4,721	799
Furniture, home furnishings stores, antique stores[3]	22	4,783	949	27	3,961	704
Household appliance, radio, TV stores	6	901	119	8	760	95
Automotive group	14	11,531	1,268	22	8,129	831
Gasoline service stations	15	724	81	16	852	110
Lumber, building materials, hardware, farm equip. dealers	6	1,172	175	8	889	79
Drug stores, proprietary stores	9	1,355	185	12	1,702	213
Other retail stores[4]	77	6,479	1,085	105	6,765	1,104
Liquor stores	10	482	23	16	642	35
Jewelry stores	18	2,785	668	14	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	5	713	239	8	895	246
Motion picture theaters	5	1,001	207	6	938	190

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SAVANNAH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,338	143,953	16,484	1,402	107,681	11,640
Food stores	402	33,004	1,796	464	24,912	1,233
Eating, drinking places	193	9,617	1,440	224	6,649	936
Eating places	133	6,878	1,194	149	4,716	784
Drinking places	60	2,739	246	75	1,933	152
General merchandise group	46	(D)	2,741	46	14,004	1,842
Variety stores	22	(D)	(D)	25	3,591	466
General merchandise stores (except variety)	24	14,002	(D)	21	10,413	1,376
Apparel, accessories stores	102	13,779	1,961	97	(D)	(D)
Shoe stores	23	2,653	370	18	2,072	232
Men's, boys' clothing and furnishings stores[3]	18	2,465	391	17	2,069	273
Family clothing stores[3]	16	2,812	408	9	(D)	(D)
Women's clothing, specialty stores	38	4,893	662	34	4,685	505
Ready-to-wear stores[3]	22	3,994	554	27	4,478	487
All other apparel stores	7	956	130	16	573	76
Furniture, home furnishings, appliance dealers	69	9,035	1,472	64	(D)	(D)
Furniture, home furnishings stores, antique stores[3]	49	(D)	(D)	43	(D)	(D)
Household appliance, radio, TV stores	20	(D)	(D)	13	1,582	240
Automotive group	50	(D)	3,047	58	17,817	1,765
Gasoline service stations	168	9,926	770	129	4,681	477
Lumber, building materials, hardware, farm equip. dealers	30	6,482	848	26	5,048	612
Hardware stores	7	(D)	(D)	7	(D)	(D)
Other	23	(D)	(D)	19	(D)	(D)
Drug stores, proprietary stores	56	4,541	618	54	3,628	452
Other retail stores[4]	222	12,426	1,791	240	(D)	(D)
Liquor stores	37	2,257	151	57	2,454	149
Jewelry stores	22	2,869	676	15	2,580	674
SELECTED SERVICE TRADES						
Hotels	12	2,454	863	13	2,580	784
Motion picture theaters	14	2,000	411	(NA)	(NA)	(NA)

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 53 such establishments with sales of $2,193,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SAVANNAH STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,464	151,875	17,186	1,713	118,670	12,443
Food stores	436	35,742	1,944	579	28,844	1,373
Eating, drinking places	225	10,799	1,653	304	9,020	1,254
Eating places	154	7,752	1,385	189	6,004	992
Drinking places	71	3,035	268	115	3,016	262
General merchandise group	50	18,097	2,757	52	14,280	1,855
Variety stores	23	3,828	527	25	3,591	466
General merchandise stores (except variety)	27	14,269	2,230	27	11,789	389
Apparel, accessories stores	102	13,779	1,961	98	11,508	1,366
Shoe stores	23	2,653	370	18	2,072	232
Men's, boys' clothing and furnishings stores[3]	18	2,465	391	17	2,069	273
Family clothing stores[3]	16	2,812	408	10	2,092	280
Women's clothing, specialty stores	38	4,893	662	34	4,685	505
Ready-to-wear stores[3]	22	3,994	554	27	4,478	487
All other apparel stores	7	956	130	16	573	76
Furniture, home furnishings, appliance dealers	72	9,335	1,516	65	6,781	1,148
Furniture, home furnishings stores, antique stores[3]	50	7,124	1,269	52	5,199	908
Household appliance, radio, TV stores	22	2,211	247	13	1,582	240
Automotive group	53	27,527	3,069	63	18,191	1,777
Gasoline service stations	191	11,532	876	197	6,980	608
Lumber, building materials, hardware, farm equip. dealers	35	6,796	868	31	5,591	671
Hardware stores	9	1,170	128	9	901	84
Other	26	5,626	740	22	4,690	587
Drug stores, proprietary stores	63	4,906	643	59	3,833	472
Other retail stores[4]	237	13,362	1,899	265	13,642	1,919
Liquor stores	41	2,738	203	70	2,963	187
Jewelry stores	22	2,869	676	15	2,580	674
SELECTED SERVICE TRADES						
Hotels	15	2,598	899	21	2,936	856
Motion picture theaters	19	2,143	441	12	1,342	273

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 57 such establishments with sales of $2,262,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SAVANNAH, THE ENTIRE CITY, AND THE SAVANNAH STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	11.4	33.7	55.4	26.6	41.4
Food stores	-23.0	32.5	52.3	23.9	37.7
Eating, drinking places	6.7	44.6	80.1	19.7	26.9
Eating places	7.4	45.8	99.4	29.1	47.1
Drinking places	2.1	41.7	54.3	6.0	0.4
General merchandise group	22.8	(D)	(D)	26.7	34.5
Variety stores	5.6	(D)	(D)	6.7	16.0
General merchandise stores (except variety)	31.8	34.5	38.6	21.0	8.9
Apparel, accessories stores	18.3	(D)	(D)	19.7	30.9
Shoe stores	(D)	28.0	(D)	28.0	(D)
Men's, boys' clothing and furnishings stores[3]	(D)	19.1	(D)	19.1	(D)
Family clothing stores[3]	86.5	(D)	(D)	34.4	-49.2
Women's clothing, specialty stores	-7.3	4.4	(D)	4.4	(D)
Ready-to-wear stores[3]	(D)	-10.8	(D)	-10.8	(D)
All other apparel stores	65.6	66.8	68.0	66.8	68.0
Furniture, home furnishings, appliance dealers	20.4	(D)	(D)	37.0	77.2
Furniture, home furnishings stores, antique stores[3]	20.8	(D)	(D)	28.2	89.1
Household appliance, radio, TV stores	18.6	(D)	(D)	39.8	59.4
Automotive group	41.9	(D)	(D)	51.3	59.0
Gasoline service stations	-15.0	112.0	140.3	65.2	76.4
Lumber, building materials, hardware, farm equip. dealers	31.8	28.4	27.7	21.6	19.6
Hardware stores	(NA)	(D)	(NA)	29.9	(NA)
Other	(NA)	(D)	(NA)	19.9	(NA)
Drug stores, proprietary stores	-20.4	25.2	65.4	28.9	66.6
Other retail stores[4]	-4.2	(D)	(D)	-3.0	0.1
Liquor stores	-24.9	-8.0	-2.0	-7.6	-2.8
Jewelry stores	(D)	11.2	(D)	11.2	(D)
SELECTED SERVICE TRADES					
Hotels	-20.3	-8.4	-8.2	-11.6	-7.7
Motion picture theaters	6.7	(NA)	(NA)	59.7	182.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SAVANNAH CITY AND OF SAVANNAH STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	41.1	49.3	39.0	44.7
Food stores	15.3	26.3	14.1	22.7
Eating, drinking places	35.6	48.3	31.7	35.6
Eating places	42.9	58.2	38.1	45.7
Drinking places	17.4	24.1	15.7	15.4
General merchandise group	(D)	67.9	64.5	66.5
Variety stores	(D)	90.2	89.4	90.2
General merchandise stores (except variety)	59.0	60.2	57.9	53.1
Apparel, accessories stores	87.7	(D)	87.7	88.7
Shoe stores	100.0	(D)	100.0	(D)
Men's, boys' clothing and furnishings stores[2]	89.9	(D)	89.9	(D)
Family clothing stores[2]	85.5	(D)	85.5	61.6
Women's clothing, specialty stores	88.7	99.9	88.7	99.9
Ready-to-wear stores[2]	91.4	(D)	91.4	(D)
All other apparel stores	48.8	49.2	48.8	49.2
Furniture, home furnishings, appliance dealers	62.9	(D)	60.4	98.7
Furniture, home furnishings stores, antique stores[2]	(D)	(D)	67.1	76.1
Household appliance, radio, TV stores	(D)	48.0	40.8	48.0
Automotive group	(D)	45.6	41.9	44.6
Gasoline service stations	7.3	18.2	6.3	12.2
Lumber, building materials, hardware, farm equip. dealers	18.1	17.6	17.2	15.9
Drug stores, proprietary stores	29.8	46.9	27.6	44.4
Other retail stores[3]	52.1	(D)	48.5	49.5
Liquor stores	21.4	26.1	17.6	21.6
Jewelry stores	97.1	(D)	97.1	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business note included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAVANNAH, THE ENTIRE CITY, AND THE SAVANNAH STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1958
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	0.9	1.3	22.9	23.1	23.5	24.3
Eating, drinking places	0.6	0.6	6.7	6.2	7.1	7.6
Eating places	0.5	0.5	4.8	4.4	5.1	5.1
Drinking places	0.1	0.1	1.9	1.8	2.0	2.5
General merchandise group	2.0	1.8	(D)	13.0	11.9	12.0
Variety stores	0.6	0.6	(D)	3.3	2.5	3.0
General merchandise stores (except variety)	1.4	1.2	9.7	9.7	9.4	9.0
Apparel, accessories stores	2.0	1.9	9.6	(D)	9.1	9.8
Shoe stores	0.4	(D)	1.8	1.9	1.7	1.8
Men's, boys' clothing and furnishings stores[1]	0.3	(D)	1.7	1.9	1.6	1.8
Family clothing stores[1]	0.4	0.2	2.0	(D)	1.9	1.8
Women's clothing, specialty stores	0.7	0.9	3.4	4.4	3.2	3.9
Ready-to-wear stores[1]	0.6	(D)	2.8	4.2	2.6	3.8
All other apparel stores	0.1	0.1	0.7	0.5	0.6	0.6
Furniture, home furnishings, appliance dealers	1.0	0.9	6.3	(D)	6.2	5.7
Furniture, home furnishings stores, antique stores[1]	0.8	0.7	(D)	(D)	4.8	4.4
Household appliance, radio, TV stores	0.2	0.1	(D)	1.5	1.4	1.3
Automotive group	1.9	1.5	(D)	16.5	18.1	15.3
Gasoline service stations	0.1	0.2	6.7	4.3	7.6	5.9
Lumber, building materials, hardware, farm equipment dealers	0.2	0.2	4.5	4.7	4.5	4.7
Hardware stores	(NA)	(NA)	(D)	(D)	0.8	0.8
Other	(NA)	(NA)	(D)	(D)	3.7	3.9
Drug stores, proprietary stores	0.2	0.3	3.2	3.4	3.2	3.2
Other retail stores[2]	1.1	1.3	8.6	(D)	8.8	11.5
Liquor stores	0.1	0.1	1.6	2.3	1.8	2.5
Jewelry stores	0.5	(D)	2.0	2.4	1.9	2.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
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CENTRAL BUSINESS DISTRICT STATISTICS



Dallas, Texas

1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories- those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

epartments. In addition to the material included in KIND-F-BUSINESS CLASSIFICATION, below, reference should e made to Tables 12K, 12L, and 12M in Volume II of the 948 Census of Business for an indication of the kinds of usiness where the change in leased department procedure ight have had the greatest effect. Later publications of the 954 Census of Business will present separate data for leased epartments.

(6) One other important difference in the two Censuses is the treatment of sales and excise taxes levied directly on ne consumer. In the 1948 Census of Business such taxes ere not included in total sales and receipts of retail estab-shments, hotels, and motion picture theaters, whereas they ere included in the 1954 Census. The effect of this change aries from State to State depending on whether there was State sales tax law and on what items the tax law applied. n general the tax is about two or three percent on the items overed. The Federal excise taxes on retail sales, while a igher percentage, were limited to selected items, and gen-rally did not constitute a large fraction of total retail ales. Similar levies on the consumer in the case of motion icture theaters and hotels are included in total receipts. or motion picture theaters this is a significant factor in omparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would dis-lose the operations of an individual establishment or busi-ess organization are not published. The number of stablishments in a kind of business is not considered a dis-osure by Census rules, so that this item is shown in instances here other items of information for the same establishments re suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a mmary of reports for individual establishments rather than r companies. A separate report was obtained for each cation where business was conducted, including each loca-on of multiunit organizations. Each report in the census as tabulated in accordance with the physical location at hich the business was conducted. Although the tabulations the census are on an establishment rather than ownership sis, in certain tables the establishment figures are grouped to ownership categories. This will be the case in the rthcoming retail trade bulletin "Single Units and Multi-its" and in a planned company statistics bulletin covering mpany activities in all parts of the 1954 Censuses of Busi-ss, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single tablishment, the entire establishment was classified on the sis of its major activity and all data for it included in that ssification. However, when these activities were con-cted by separate business entities, each entity was treated an establishment. Thus, a leased department in a depart-nt store was treated as a separate establishment and is in-ded in these tabulations on the basis of its activities rather an as a part of the store within which it operates. (See MPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations a multiunit organization which service or are auxiliary to retail stores, hotels, or motion picture theaters of the anization, such as separate warehouses, administrative ces, etc. Information for this type of unit will be included later 1954 Census of Business publications. In the 1948 siness Census, figures for such units, where included in the ulations, were separately identified.

ales.—Sales are defined to include total receipts from tomers during 1954, after deduction of refunds or allow-es for merchandise returned by customers. Sales include eipts from repairs and from other services to customers, well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Dallas, Texas

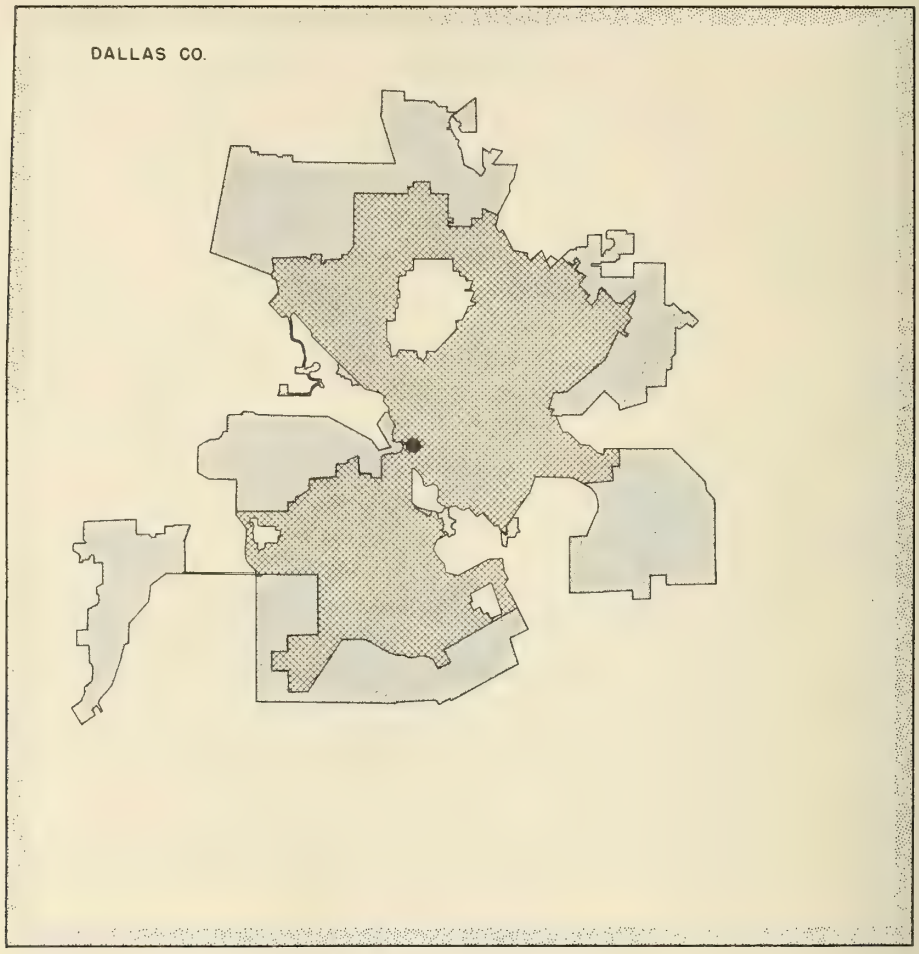
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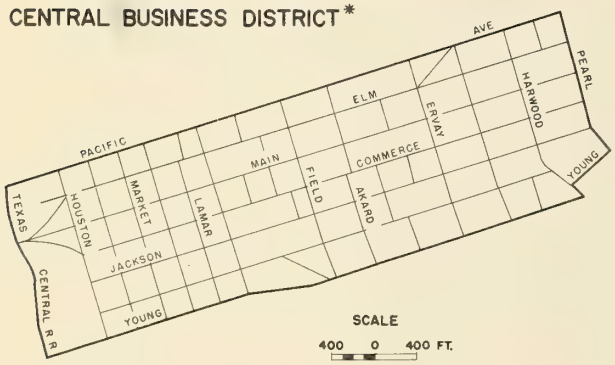
DALLAS, TEXAS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

City data in this bulletin are based upon the legal boundaries at the end of the Census year.



CENTRAL BUSINESS DISTRICT*



*CONSISTS OF TRACT 31-A

SCALE

5 0 5 MILES

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF DALLAS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	539	166,719	30,431	578	169,631	27,644
Food stores	10	935	141	23	1,712	171
Eating, drinking places	151	11,307	2,542	175	11,127	2,497
Eating places	120	9,983	2,351	143	9,535	2,157
Drinking places	31	1,324	191	32	1,592	340
General merchandise group	16	82,501	16,480	15	81,974	14,849
Department stores	6	75,671	15,439	6	74,780	13,782
Variety stores	6	6,261	980	5	6,698	1,009
General merchandise stores, n.e.c.	4	569	61	4	496	58
Apparel, accessories stores	149	34,107	5,512	135	39,475	5,067
Shoe stores	39	5,301	769	33	5,310	628
Men's, boys' clothing and furnishings stores[3]	25	7,915	1,390	21	7,217	975
Family clothing stores[3]	11	7,178	1,457	13	10,127	1,416
Women's clothing, specialty stores	53	12,139	1,697	37	14,553	1,788
Ready-to-wear stores[3]	20	9,357	1,251	21	13,058	1,628
All other apparel stores	20	1,568	199	22	1,659	260
Furniture, home furnishings, appliance dealers	21	7,687	1,101	22	7,886	946
Furniture stores[3]	7	5,268	697	9	5,275	648
Other home furnishings stores[3]	1	(D)	(D)	2	(D)	(D)
Household appliance, radio, TV stores	13	(D)	(D)	11	(D)	(D)
Automotive group	2	(D)	(D)	1	(D)	(D)
Gasoline service stations	4	240	56	7	(D)	(D)
Lumber, building materials, hardware, farm equip. dealers	10	1,686	207	8	1,200	142
Hardware stores	3	(D)	(D)	2	(D)	(D)
Other	7	(D)	(D)	6	(D)	(D)
Drug stores, proprietary stores	22	4,951	804	19	4,569	673
Other retail stores[4]	154	(D)	(D)	173	21,070	3,221
Liquor stores	24	3,284	185	44	4,290	326
Jewelry stores	38	9,455	1,440	29	8,186	1,444
Sporting goods, bicycle stores	3	455	51	3	815	92
Florists	5	(D)	(D)	5	622	104
Music stores	10	2,050	349	11	1,544	210
Camera, photographic supply stores	3	(D)	(D)	4	511	63
SELECTED SERVICE TRADES						
Hotels	16	10,291	3,658	28	9,050	2,685
Motion picture theaters	10	2,811	575	9	2,725	423

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF DALLAS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	5,562	894,838	99,310	4,506	572,123	67,858
Food stores	969	180,597	10,817	936	97,166	5,775
Eating, drinking places	1,279	59,435	12,627	1,149	42,875	8,445
Eating places	980	50,516	11,533	810	35,067	7,376
Drinking places	299	8,919	1,094	339	7,808	1,069
General merchandise group	161	132,606	22,728	148	114,578	19,742
Department stores	11	(D)	(D)	10	97,752	17,506
Variety stores	81	12,639	1,880	92	10,738	1,537
General merchandise stores, n.e.c.	69	D)	(D)	46	6,088	699
Apparel, accessories stores	428	61,029	8,975	276	46,131	5,803
Shoe stores	98	9,198	1,243	53	6,387	749
Men's, boys' clothing and furnishings stores[3]	47	12,592	2,188	30	} 18,765	2,541
Family clothing stores[3]	35	9,990	1,465	24		
Women's clothing, specialty stores	175	25,154	3,538	104	(D)	(D)
Ready-to-wear stores[3]	80	15,540	1,939	59	15,931	1,907
All other apparel stores	59	3,835	541	49	(D)	(D)
Furniture, home furnishings, appliance dealers	319	35,211	4,798	246	28,533	3,808
Furniture stores[3]	82	16,969	2,265	70	13,459	1,686
Other home furnishings stores[3]	66	5,220	999	57	3,920	738
Household appliance, radio, TV stores	83	11,468	1,534	85	10,740	1,384
Automotive group	386	222,930	17,147	227	118,406	10,141
Passenger car dealers (franchised & nonfranchised)	258	200,738	14,085	172	110,505	9,150
Tire, battery, accessory dealers	85	16,644	2,584	47	7,361	951
Other automotive dealers	41	5,528	478	8	540	40
Gasoline service stations	599	45,015	5,109	393	19,563	2,228
Lumber, building materials, hardware, farm equip. dealers	249	53,971	5,122	171	32,992	3,469
Hardware stores	44	2,813	267	41	2,014	207
Other	205	51,158	4,855	130	30,978	3,262
Drug stores, proprietary stores	193	29,531	4,017	172	19,854	2,812
Other retail stores[4]	979	74,513	7,970	788	52,025	5,635
Liquor stores	222	29,191	1,449	283	18,945	1,062
Jewelry stores	96	13,477	1,975	53	9,182	1,600
Book, stationery stores	31	3,238	492	19	2,527	412
Sporting goods, bicycle stores	41	2,405	211	22	1,456	161
Florists	101	2,844	432	71	2,548	411
Music stores	30	2,935	410	29	2,623	309
Camera, photographic supply stores	13	1,621	160	17	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	70	14,485	(D)	102	12,102	3,507
Motion picture theaters	60	7,682	1,555	58	6,127	1,126

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 452 such establishments with sales of $65,977,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
DALLAS STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	6,819	1,030,850	112,016	5,694	648,665	73,960
Food stores	1,207	214,754	12,758	1,254	123,828	7,277
Eating, drinking places	1,442	66,663	14,040	1,353	47,646	9,297
Eating places	1,130	56,748	12,837	963	39,113	8,164
Drinking places	312	9,915	1,203	390	8,533	1,133
General merchandise group	231	143,900	24,633	222	117,989	19,977
Department stores	12	110,712	20,861	10	97,752	17,506
Variety stores	114	14,681	2,155	116	11,849	1,676
General merchandise stores, n.e.c.	105	18,497	1,617	96	8,388	795
Apparel, accessories stores	535	70,480	10,113	326	49,446	6,107
Shoe stores	110	10,039	1,359	58	6,505	762
Men's, boys' clothing and furnishings stores[3]	58	14,787	2,463	37	8,142	1,075
Family clothing stores[3]	42	12,592	1,748	25	11,055	1,492
Women's clothing, specialty stores	238	28,631	3,971	132	20,725	2,378
Ready-to-wear stores[3]	110	17,728	2,228	81	18,482	2,144
All other apparel stores	73	4,171	572	57	2,696	400
Furniture, home furnishings, appliance dealers	402	43,555	5,831	294	31,092	4,035
Furniture stores[3]	104	19,981	2,654	81	14,191	1,776
Other home furnishings stores[3]	59	3,471	624	61	4,295	763
Household appliance, radio, TV stores	117	14,640	1,953	109	11,894	1,496
Automotive group	462	248,521	18,858	274	124,723	10,642
Passenger car dealers (franchised & nonfranchised)	302	223,368	15,458	196	115,416	9,521
Tire, battery, accessory dealers	114	19,170	2,850	67	8,250	1,045
Other automotive dealers	44	5,983	550	11	1,057	76
Gasoline service stations	820	59,309	6,398	595	27,387	2,892
Lumber, building materials, hardware, farm equip. dealers	327	66,951	6,090	258	47,803	4,539
Hardware stores	70	4,521	456	70	3,567	343
Other	257	62,430	5,634	188	44,236	4,196
Drug stores, proprietary stores	237	35,371	4,757	216	23,899	3,300
Other retail stores[4]	1,156	81,346	8,538	902	54,852	5,894
Liquor stores	231	31,134	1,540	294	19,501	1,080
Jewelry stores	112	14,107	2,027	62	9,329	1,615
Book, stationery stores	40	3,507	511	21	2,543	413
Sporting goods, bicycle stores	49	2,831	250	25	1,533	164
Florists	130	3,549	530	89	2,829	440
Music stores	33	2,973	414	33	2,702	314
Camera, photographic supply stores	14	(D)	(D)	19	1,714	153
SELECTED SERVICE TRADES						
Hotels	76	14,677	(D)	103	(D)	(D)
Motion picture theaters	71	8,368	1,675	76	[5]6,759	1,256

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 546 such establishments with sales of $68,173,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only; there were three drive-in theaters in this SMA in 1948.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF DALLAS, THE ENTIRE CITY, AND THE DALLAS STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-1.7	56.4	80.9	58.9	80.4
Food stores	-45.4	85.9	88.2	73.4	75.1
Eating, drinking places	1.6	38.6	51.6	39.9	51.6
Eating places	4.7	44.1	58.8	45.1	58.2
Drinking places	-16.8	14.2	22.2	16.2	25.2
General merchandise group	0.6	15.7	53.7	22.0	70.5
Department stores	1.2	(D)	(D)	13.3	52.5
Variety stores	-6.5	17.7	57.9	23.9	63.5
General merchandise stores, n.e.c	14.7	(D)	(D)	120.5	127.2
Apparel, accessories stores	13.6	32.3	304.5	42.5	264.8
Shoe stores	-0.2	44.0	261.8	54.3	296.5
Men's, boys' clothing and furnishings stores[3]	9.7	(NA)	(NA)	81.6	643.0
Family clothing stores[3]	-29.1	(NA)	(NA)	13.9	482.8
Women's clothing, specialty stores	-16.5	(D)	(D)	38.1	167.2
Ready-to-wear stores[3]	-28.3	-2.5	115.2	-4.1	54.3
All other apparel stores	-5.5	(D)	(D)	54.7	151.0
Furniture, home furnishings, appliance dealers	-2.5	23.4	32.3	40.1	54.6
Furniture stores[3]	-0.1	1.6	43.0	40.8	65.0
Other home furnishings stores[3]	(D)	33.2	(D)	-19.2	(D)
Household appliance, radio, TV stores	(D)	6.8	(D)	23.1	(D)
Automotive group	(D)	88.3	(D)	99.3	(D)
Passenger car dealers (franchised and nonfranchised)	(NA)	81.7	(NA)	93.5	(NA)
Tire, battery, accessory dealers	(NA)	126.1	(NA)	132.4	(NA)
Other automotive dealers	(NA)	23.7	(NA)	466.0	(NA)
Gasoline service stations	-43.5	130.1	134.0	116.6	119.1
Lumber, building materials, hardware, farm equip. dealers	40.5	63.6	64.5	40.1	40.0
Hardware stores	(D)	39.7	(D)	26.7	(D)
Other	(D)	65.1	(D)	41.1	(D)
Drug stores, proprietary stores	8.4	48.7	60.8	48.0	59.2
Other retail stores[4]	7.8	43.2	65.2	48.3	73.5
Liquor stores	23.4	54.1	76.8	59.7	83.1
Jewelry stores	15.5	46.8	303.8	51.2	307.7
Book, stationery stores	(NA)	28.1	(NA)	39.9	(NA)
Sporting goods, bicycle stores	-42.4	65.2	104.2	84.7	130.9
Florists	(D)	11.6	(D)	25.4	(D)
Music stores	24.4	11.9	-9.2	10.0	-12.4
Camera, photographic supply stores	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels	13.7	19.7	37.4	(D)	(D)
Motion picture theaters	3.2	25.4	43.2	23.8	37.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF DALLAS CITY AND OF DALLAS STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	18.6	29.6	16.2	26.2
Food stores	0.5	1.8	0.4	1.4
Eating, drinking places	19.0	26.0	17.0	23.4
Eating places	19.8	27.2	17.6	24.4
Drinking places	14.8	20.4	13.4	18.7
General merchandise group	62.2	71.5	57.3	69.5
Department stores	(D)	76.5	68.3	76.5
Variety stores	49.5	62.4	42.6	56.5
General merchandise stores, n.e.c	(D)	8.1	3.1	5.9
Apparel, accessories stores	55.9	85.6	48.4	79.8
Shoe stores	57.6	83.1	52.8	81.6
Men's, boys' clothing and furnishings stores[2]	62.8	(NA)	53.5	88.6
Family clothing stores[2]	71.8	(NA)	57.0	91.6
Women's clothing, specialty stores	48.2	(D)	42.4	70.2
Ready-to-wear stores[2]	60.2	82.0	52.8	70.7
All other apparel stores	40.9	(D)	37.6	61.5
Furniture, home furnishings, appliance dealers	22.4	27.6	17.6	25.4
Furniture stores[2]	31.0	39.2	26.4	37.2
Other home furnishings stores[2]	(D)	(D)	(D)	(D)
Household appliance, radio, TV stores	D)	(D)	(D)	(D)
Automotive group	(D)	(D)	(D)	(D)
Gasoline service stations	0.5	(D)	0.4	(D)
Lumber, building materials, hardware, farm equip. dealers	3.1	3.6	2.5	2.5
Hardware stores	(D)	(D)	(D)	(D)
Other	(D)	(D)	(D)	(D)
Drug stores, proprietary stores	16.8	23.0	13.4	19.1
Other retail stores.[3]	30.5	40.5	28.0	38.4
Liquor stores	11.3	22.6	10.5	22.0
Jewelry stores	70.2	89.2	67.0	87.8
Sporting goods, bicycle stores	18.9	56.0	16.1	53.2
Florists	(D)	24.4	(D)	22.0
Music stores	69.8	62.8	69.0	61.0
Camera, photographic supply stores	(D)	(D)	(D)	29.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF DALLAS, THE ENTIRE CITY, AND THE DALLAS STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	0.6	1.0	20.3	17.0	20.9	19.1
Eating, drinking places	6.7	6.5	6.7	7.5	6.5	7.3
Eating places	6.0	5.6	5.7	6.2	5.5	6.0
Drinking places	0.7	0.9	1.0	1.3	1.0	1.3
General merchandise group	49.5	48.3	14.9	20.0	14.0	18.2
Department stores	45.3	44.1	(D)	17.1	10.8	15.1
Variety stores	3.8	3.9	1.4	1.9	1.4	1.8
General merchandise stores, n.e.c	0.4	0.3	(D)	1.0	1.8	1.3
Apparel, accessories stores	20.5	23.3	6.9	8.1	6.9	7.6
Shoe stores	3.3	3.2	1.0	1.1	1.1	1.0
Men's, boys' clothing and furnishings stores[1]	4.7	4.4	1.5	(NA)	1.4	1.3
Family clothing stores[1]	4.3	6.1	1.2	(NA)	1.2	1.7
Women's clothing, specialty stores	7.3	8.5	2.8	(D)	2.8	3.2
Ready-to-wear stores[1]	5.6	7.6	1.7	2.8	1.7	2.8
All other apparel stores	0.9	1.1	0.4	(D)	0.4	0.4
Furniture, home furnishings, appliance dealers	4.6	4.6	3.6	5.0	3.9	4.8
Furniture stores[1]	3.1	3.1	1.5	2.4	1.6	2.2
Other home furnishings stores	(D)	(D)	0.6	0.7	0.3	0.8
Household appliance, radio, TV stores	(D)	(D)	1.3	1.9	1.4	1.8
Automotive group	(D)	(D)	25.1	20.7	24.2	19.2
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	22.6	19.3	21.8	17.8
Tire, battery, accessory dealers	(NA)	(NA)	1.9	1.3	1.8	1.2
Other automotive dealers	(NA)	(NA)	0.6	0.1	0.6	0.2
Gasoline service stations	0.1	0.2	5.0	3.4	5.8	4.2
Lumber, building materials, hardware, farm equipment dealers	1.0	0.7	6.1	5.8	6.5	7.4
Hardware stores	(D)	(D)	0.3	0.4	0.4	0.6
Other	(D)	(D)	5.8	5.4	6.1	6.8
Drug stores, proprietary stores	3.0	2.7	3.0	3.5	3.3	3.7
Other retail stores[2]	13.6	12.4	8.4	9.0	8.0	8.5
Liquor stores	2.0	2.5	3.3	3.3	3.0	3.0
Jewelry stores	5.7	4.8	1.5	1.6	1.4	1.4
Book, stationery stores	(NA)	(NA)	0.4	0.6	0.3	0.4
Sporting goods, bicycle stores	0.3	0.5	0.3	0.3	0.3	0.2
Florists	(D)	0.4	0.3	0.4	0.3	0.4
Music stores	1.2	1.0	0.3	0.5	0.3	0.4
Camera, photographic supply stores	(D)	0.3	0.2	(D)	(D)	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Chicago, Illinois

1954 Census of Business

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Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** Unite States summary and separate chapters, of statistics by kind business and geographic areas, for: Sales Size of Establishment Single Units and Multiunits, Legal Form of Organization, Me chandise Inventories, Credit Sales, etc. (Most chapters also a separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** Unit States summary and separate chapters for each State, the Distri of Columbia, Alaska, and Hawaii, of statistics by counties, citi and standard metropolitan areas, and by kind of business; wi cross classifications by kind of business for standard metropolit areas, and for counties and cities with 500 or more retail establis ments. (Chapters also are separate reports in bulletin series R–1

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTIC** United States summary and separate chapters, of statistics clas fied by kind of business and geographic areas, for: Size of Who sale Establishments, Credit Sales, Warehouse Space, Commodi Line Sales, Legal Form of Organization, and Petroleum Bulk St tions, etc. (Most chapters also are separate reports in bulle series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTIC** United States summary and separate chapters for each State, t District of Columbia, Alaska, and Hawaii, of statistics by counti cities, and standard metropolitan areas, and by kind of busine with cross classifications by kind of business for standard met politan areas, and for counties and cities with 100 or more who sale establishments. (Chapters also are separate reports bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMA STATISTICS.** United States summary and separate chapters statistics classified by kind of business and geographic areas, f Receipts Size of Establishments, Employment Size of Establi ments, Legal Form of Organization, Single Units and Multiuni Laundries and Cleaning Plants, and Hotels and Motels. (M chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STAT TICS.** United States summary and separate chapters for ea State, the District of Columbia, Alaska, and Hawaii, of statist by counties, cities, and standard metropolitan areas, and by k of business; with cross classifications by kind of business standard metropolitan areas and for cities and counties with or more service establishments. (Chapters also are separ reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS Establishments, sales or receipts, and payroll for retail tra hotels, and theaters, for the central business district of each selected large cities with comparable city and standard met politan area data.

TRADE BULLETINS.—Primarily a reorganization of busin data previously issued for a number of wholesale, service, retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses f Manufactures and Mineral Industries, was authorized by aw under Title 13, United States Code, section 131. These 954 Censuses covered businesses operated in continental nited States, Alaska, and Hawaii. Separate Censuses of usiness and Manufactures for 1954 were also conducted n Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholeale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, otels, and motion picture theaters in selected central busiess districts and related cities and standard metropolitan reas. The definition and map of the Central Business istrict for which data are shown in this bulletin and its elation to the Central City and Standard Metropolitan Area f which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area presenting their "Central Business District," it was necesry for the Bureau of the Census to arrange for the delineion of such districts before a program to tabulate 1954 nsus data for them could be implemented. The delineation Central Business Districts was accomplished with the operation of the Census Tract Committees in the large ies included in the Central Business District (CBD) ogram. In their work on the CBD's, the Census Tract mmittees obtained the representation of a variety of local erests, such as business firms and associations, newspapers, nning agencies, welfare organizations, local governmental dies, etc.

The objective of the CBD Program was stated, as follows, a letter from the Director of the Census Bureau to the act Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining at a CBD area should include or exclude, the Census reau did not provide rigid specifications for defining the D but (1) provided a general characterization of the D, describing it as "an area of very high land valuation, area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and area of high traffic flow"; and (2) required that the D ordinarily should be defined to follow existing tract s, i. e., to consist of one or more whole Census tracts. e emphasis put on tracts was based on the anticipation t other Census statistics than those derived from the 4 Census of Business would also [eventually] be tabulated CBD's. It was recognized that tract basis for CBD's ht lead to the inclusion of some land area not properly hin a strictly defined CBD or to the exclusion of a small tion of what should be in the CBD. It was believed that limitation generally would not prove to be serious as difference in area probably would not significantly alter magnitudes being measured. Provision, however, was le for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for lease-

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Chicago, Illinois

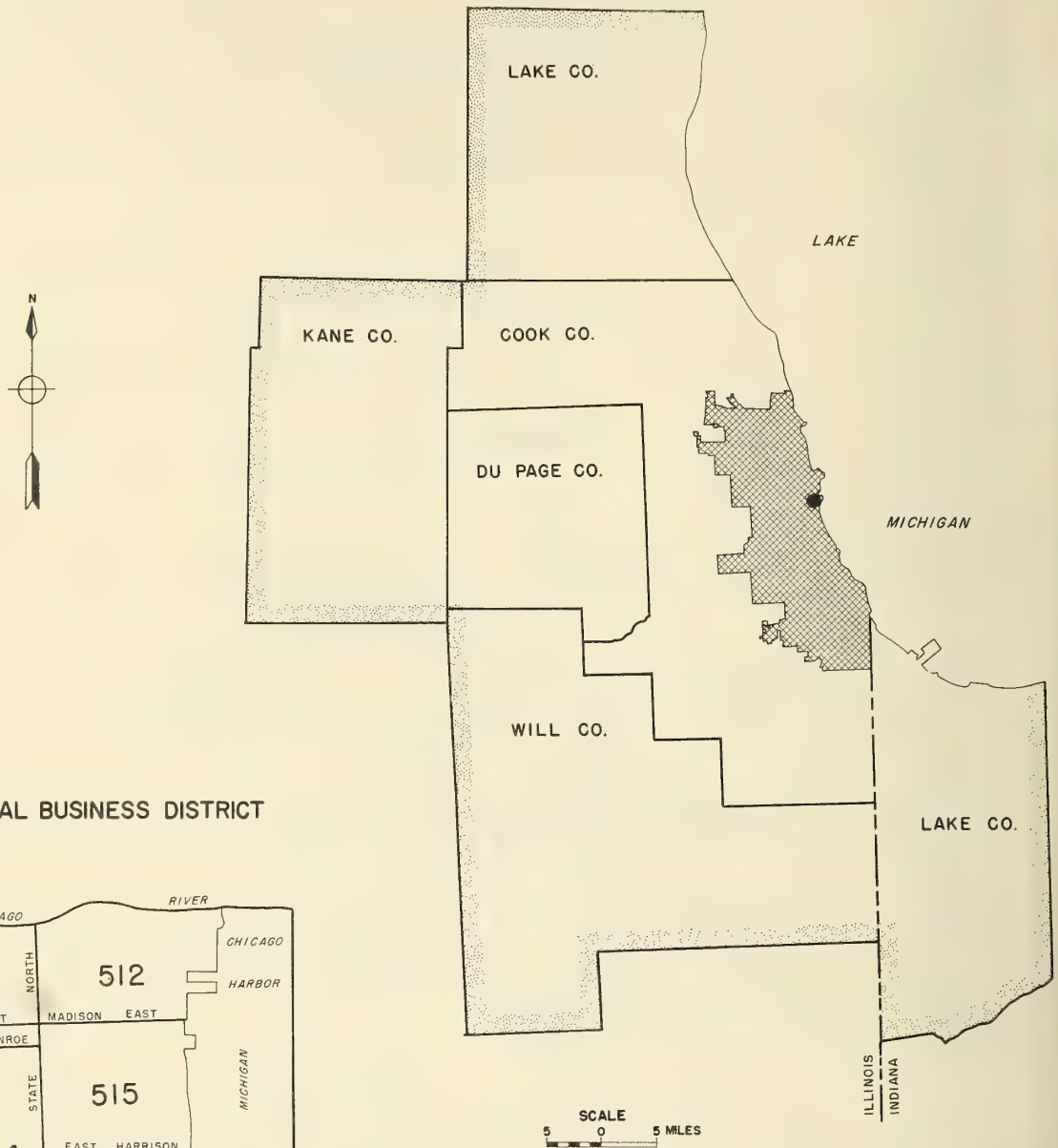
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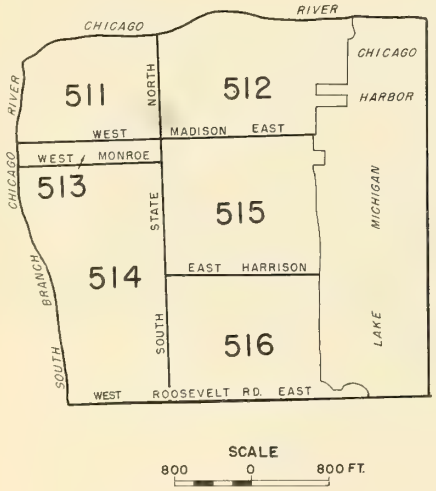
CHICAGO, ILLINOIS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

City data in this bulletin are based upon the legal boundaries at the end of the Census year.



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- 511 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF CHICAGO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,292	714,784	137,134	2,507	753,508	138,494
Food stores	111	21,644	2,969	104	27,498	3,483
Eating, drinking places	503	85,140	23,887	519	83,319	22,824
Eating places	367	74,513	21,590	354	69,810	19,543
Drinking places	136	10,627	2,297	165	13,509	3,281
General merchandise group	49	297,528	59,818	48	322,672	60,866
Department stores	6	282,963	56,864	6	307,539	58,248
Variety stores	5	10,414	2,407	8	9,721	2,020
General merchandise stores, n.e.c.	38	4,151	547	34	5,412	598
Apparel, accessories stores	674	143,000	25,367	793	166,070	28,166
Shoe stores	99	20,805	3,152	91	18,535	2,395
Men's, boys' clothing and furnishings stores[3]	83	26,506	4,594	117	29,893	5,112
Family clothing stores[3]	10	23,127	5,079	13	32,181	6,235
Women's clothing, specialty stores	202	47,858	7,910	221	56,362	8,287
Ready-to-wear stores[3]	74	38,486	6,485	78	47,643	7,288
All other apparel stores	268	24,508	4,632	339	28,768	6,137
Furniture, home furnishings, appliance dealers	95	34,613	5,395	86	28,365	3,659
Furniture stores[3]	20	15,431	2,009	24	10,259	1,153
Other home furnishings stores[3]	26	6,586	1,056	25	6,485	892
Household appliance, radio, TV stores	25	12,048	2,330	25	11,359	1,614
Automotive group	8	7,563	575	6	7,880	836
Gasoline service stations	7	1,295	141	6	1,057	134
Lumber, building materials, hardware, farm equip. dealers	35	5,843	1,002	28	4,745	891
Hardware stores	7	2,334	519	10	2,461	484
Other	28	3,509	483	18	2,284	407
Drug stores, proprietary stores	63	17,048	3,044	57	15,640	2,868
Other retail stores[4]	747	101,110	14,936	860	96,262	14,767
Liquor stores	24	9,806	476	41	6,349	552
Jewelry stores	203	25,588	3,930	208	24,488	3,668
Book, stationery stores	58	10,228	1,875	71	10,890	2,137
Sporting goods, bicycle stores	8	6,054	1,194	8	4,363	767
Florists	36	2,225	417	38	2,665	470
Music stores	27	8,276	1,234	27	8,797	1,590
Camera, photographic supply stores	18	5,570	713	18	4,002	422
SELECTED SERVICE TRADES						
Hotels	53	77,947	29,305	56	63,125	24,295
Motion picture theaters	21	16,461	3,470	24	14,169	3,217

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF CHICAGO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	35,918	4,444,333	556,477	41,493	3,798,125	473,385
Food stores	9,312	1,008,218	77,979	12,249	810,490	56,036
Eating, drinking places	9,044	506,711	100,301	10,430	440,703	86,785
Eating places	3,980	312,689	80,193	3,996	250,472	61,616
Drinking places	5,058	193,934	20,108	6,434	190,231	25,169
General merchandise group	953	599,294	103,789	801	615,925	99,503
Department stores	39	488,690	85,796	39	519,468	84,229
Variety stores	328	61,116	11,596	361	56,899	10,324
General merchandise stores, n.e.c.	576	49,322	6,397	401	39,558	4,950
Apparel, accessories stores	3,776	435,765	64,640	4,302	450,371	63,241
Shoe stores	663	69,568	9,261	655	62,807	7,307
Men's, boys' clothing and furnishings stores[3]	530	79,655	12,285	616	77,894	10,686
Family clothing stores[3]	181	65,015	11,332	184	91,584	15,199
Women's clothing, specialty stores	1,514	172,031	24,460	1,806	160,746	20,356
Ready-to-wear stores[3]	737	140,184	20,937	731	124,931	16,891
All other apparel stores	684	45,308	7,302	802	52,430	9,693
Furniture, home furnishings, appliance dealers	1,650	248,708	32,585	1,761	193,785	23,887
Furniture stores[3]	494	141,868	19,501	434	90,544	11,976
Other home furnishings stores[3]	355	38,099	5,770	377	33,137	5,101
Household appliance, radio, TV stores	461	61,469	7,314	591	63,890	6,810
Automotive group	931	690,832	64,188	933	478,816	45,849
Passenger car dealers (franchised & nonfranchised)	629	651,581	58,738	689	451,825	42,342
Tire, battery, accessory dealers	223	25,331	4,270	192	19,777	2,972
Other automotive dealers	75	(D)	1,180	52	7,212	535
Gasoline service stations	1,807	183,867	17,034	1,863	109,959	9,877
Lumber, building materials, hardware, farm equip. dealers	1,359	166,125	22,458	1,309	126,816	18,564
Hardware stores	701	40,932	4,479	710	(D)	(D)
Other	658	125,193	17,979	599	(D)	(D)
Drug stores, proprietary stores	1,465	160,914	22,733	1,587	137,218	18,914
Other retail stores[4]	5,621	443,899	50,770	6,258	434,042	50,729
Liquor stores	1,130	142,238	10,082	1,528	119,614	9,798
Jewelry stores	597	48,674	7,532	582	46,698	6,993
Book, stationery stores	287	24,907	5,035	299	18,551	2,950
Sporting goods, bicycle stores	145	13,413	1,765	178	10,957	1,285
Florists	449	17,372	2,826	573	17,351	2,400
Music stores	151	11,195	1,639	212	17,631	2,565
Camera, photographic supply stores	74	10,404	1,084	93	8,209	813
SELECTED SERVICE TRADES						
Hotels	575	153,860	55,929	630	136,414	47,355
Motion picture theaters	183	43,323	9,951	285	53,123	12,076

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 2,304 such establishments with sales of $575,204,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CHICAGO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	54,632	6,898,919	829,306	59,401	5,398,944	640,448
Food stores	13,260	1,654,537	124,233	16,810	1,213,425	81,607
Eating, drinking places	13,553	727,694	142,428	15,073	594,936	111,905
Eating places	6,181	445,370	112,814	5,859	326,100	77,034
Drinking places	7,360	282,136	29,614	9,214	268,836	34,871
General merchandise group	1,458	826,751	138,014	1,181	793,293	124,668
Department stores	85	652,550	110,685	79	643,054	101,939
Variety stores	540	100,207	18,006	518	83,587	14,655
General merchandise stores, n.e.c	821	73,788	9,323	584	66,652	8,074
Apparel, accessories stores	5,269	597,203	86,896	5,542	569,708	76,840
Shoe stores	996	98,217	12,986	891	81,663	9,432
Men's, boys' clothing and furnishings stores[3]	747	106,721	16,006	796	98,945	13,117
Family clothing stores[3]	290	96,793	15,527	280	115,417	17,938
Women's clothing, specialty stores	2,093	233,923	33,916	2,291	208,350	26,023
Ready-to-wear stores[3]	1,087	193,140	29,369	1,020	166,748	22,071
All other apparel stores	877	55,743	7,921	963	57,993	10,330
Furniture, home furnishings, appliance dealers	2,641	352,149	47,342	2,587	259,884	32,225
Furniture stores[3]	713	183,020	25,396	593	116,636	15,713
Other home furnishings stores[3]	527	51,500	8,292	542	43,331	6,995
Household appliance, radio, TV stores	927	108,215	13,654	1,004	91,226	9,517
Automotive group	1,767	1,125,276	105,002	1,736	748,821	72,554
Passenger car dealers (franchised & nonfranchised)	1,232	1,062,535	96,551	1,278	704,403	67,224
Tire, battery, accessory dealers	394	41,318	6,529	375	31,091	4,364
Other automotive dealers	137	(D)	1,922	83	13,327	966
Gasoline service stations	3,870	353,389	30,790	3,771	201,914	16,603
Lumber, building materials, hardware, farm equip. dealers	2,484	376,757	49,561	2,231	266,960	34,825
Hardware stores	1,113	84,757	10,550	1,058	67,109	7,479
Other	1,369	291,980	31,895	1,173	199,851	27,346
Drug stores, proprietary stores	2,060	242,839	33,827	2,135	187,412	25,348
Other retail stores[4]	8,270	642,324	71,213	8,335	562,591	63,873
Liquor stores	1,518	187,040	12,784	1,871	142,342	11,184
Jewelry stores	851	62,679	9,628	789	58,442	8,712
Book, stationery stores	401	32,278	6,094	367	23,191	3,636
Sporting goods, bicycle stores	327	21,688	2,458	312	15,626	1,632
Florists	655	26,813	4,444	756	22,166	2,997
Music stores	231	15,440	2,033	289	20,479	2,811
Camera, photographic supply stores	128	14,688	1,428	140	11,295	1,011
SELECTED SERVICE TRADES						
Hotels	722	167,901	60,906	814	147,977	50,836
Motion picture theaters	299	60,029	13,184	434	69,867	15,669

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 3,246 such establishments with sales of $640,171,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF CHICAGO, THE ENTIRE CITY, AND THE CHICAGO STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-5.1	17.0	22.5	27.8	33.1
Food stores	-21.3	24.4	26.0	36.4	37.7
Eating, drinking places	2.2	15.0	18.0	22.3	25.6
Eating places	6.7	24.8	31.8	36.6	45.7
Drinking places	-21.3	1.9	3.7	4.9	6.3
General merchandise group	-7.8	-2.7	2.9	4.2	12.5
Department stores	-8.0	-5.9	-2.9	1.5	10.2
Variety stores	7.1	7.4	7.5	19.9	21.6
General merchandise stores, n.e.c	-23.3	24.7	32.3	10.7	13.7
Apparel, accessories stores	-13.9	-3.3	3.0	4.8	12.5
Shoe stores	12.2	10.8	10.8	20.3	25.3
Men's, boys' clothing and furnishings stores[3]	-11.3	2.3	4.3	7.9	16.2
Family clothing stores[3]	-28.1	29.0	-29.5	-16.1	11.5
Women's clothing, specialty stores	-15.1	7.0	19.0	12.3	22.4
Ready-to-wear stores[3]	-19.2	12.2	31.6	15.8	29.8
All other apparel stores	-14.8	-13.6	-12.1	-3.9	6.9
Furniture, home furnishings, appliance dealers	22.0	28.3	27.0	35.5	35.4
Furniture stores[3]	50.4	56.7	55.0	56.9	55.6
Other home furnishings stores[3]	1.6	15.0	18.0	18.9	21.7
Household appliance, radio, TV stores	6.1	-3.8	-9.7	18.6	17.9
Automotive group	-4.0	44.3	45.1	50.3	50.8
Passenger car dealers (franchised and nonfranchised)	(NA)	44.2	(NA)	50.8	(NA)
Tire, battery, accessory dealers	(NA)	28.1	(NA)	32.9	(NA)
Other automotive dealers	(NA)	(D)	(NA)	(D)	(NA)
Gasoline service stations	22.5	67.2	67.0	75.0	74.9
Lumber, building materials, hardware, farm equip. dealers	23.1	31.0	34.7	41.1	41.5
Hardware stores	-5.2	(D)	(D)	26.3	27.5
Other	53.6	(D)	(D)	46.1	46.0
Drug stores, proprietary stores	9.0	17.3	18.7	29.6	31.7
Other retail stores[4]	5.0	2.3	1.5	14.2	16.1
Liquor stores	54.4	18.9	19.5	31.4	32.5
Jewelry stores	4.5	4.2	4.0	7.2	9.3
Book, stationery stores	-6.1	34.3	91.6	39.2	79.3
Sporting goods, bicycle stores	38.8	22.4	11.6	38.8	38.8
Florists	-16.5	0.1	2.6	21.0	25.7
Music stores	-5.9	-36.5	-67.0	-24.6	-38.6
Camera, photographic supply stores	39.2	26.7	14.9	30.0	25.0
SELECTED SERVICE TRADES					
Hotels	23.5	12.8	3.6	13.5	6.0
Motion picture theaters	16.2	-18.5	-31.0	-14.1	-21.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF CHICAGO CITY AND OF CHICAGO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	16.1	19.8	10.4	14.0
Food stores	2.1	3.4	1.3	2.3
Eating, drinking places	16.8	18.9	11.7	14.0
Eating places	23.8	27.9	16.7	21.4
Drinking places	5.5	7.1	3.8	5.0
General merchandise group	49.6	52.4	36.1	40.7
Department stores	57.9	59.2	43.4	47.8
Variety stores	17.0	17.1	10.4	11.6
General merchandise stores, n.e.c	8.4	13.7	5.6	8.1
Apparel, accessories stores	32.8	36.9	23.9	29.1
Shoe stores	29.9	29.5	21.2	22.7
Men's, boys' clothing and furnishings stores[2]	33.3	38.4	24.8	30.2
Family clothing stores[2]	35.6	35.1	23.8	27.9
Women's clothing, specialty stores	27.8	35.1	20.5	27.1
Ready-to-wear stores[2]	27.5	38.1	19.9	28.6
All other apparel stores	54.1	54.9	44.0	49.6
Furniture, home furnishings, appliance dealers	13.9	14.6	9.8	10.9
Furniture stores[2]	10.9	11.3	8.4	8.8
Other home furnishings stores[2]	17.3	19.6	12.8	15.0
Household appliance, radio, TV stores	19.6	17.8	11.1	12.5
Automotive group	1.1	1.6	0.7	1.1
Passenger car dealers (franchised and nonfranchised)	(NA)	1.7	(NA)	1.1
Tire, battery, accessory dealers	(NA)	(D)	(NA)	(D)
Other automotive dealers	(NA)	(D)	(NA)	(D)
Gasoline service stations	0.7	1.0	0.4	0.5
Lumber, building materials, hardware, farm equip. dealers	3.5	3.7	1.6	1.8
Hardware stores	5.7	(D)	2.8	3.7
Other	2.8	(D)	1.2	1.1
Drug stores, proprietary stores	10.6	11.4	7.0	8.3
Other retail stores[3]	22.8	22.2	15.7	17.1
Liquor stores	6.9	5.3	5.2	4.5
Jewelry stores	52.6	52.4	40.8	41.9
Book, stationery stores	41.1	58.7	31.7	47.0
Sporting goods, bicycle stores	45.1	39.8	27.9	27.9
Florists	12.8	15.4	8.3	12.0
Music stores	73.9	49.9	53.6	43.0
Camera, photographic supply stores	53.5	48.8	37.9	35.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF CHICAGO, THE ENTIRE CITY, AND THE CHICAGO STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	3.0	3.6	22.8	21.4	24.0	22.5
Eating, drinking places	11.9	11.0	11.4	11.6	10.5	11.0
Eating places	10.4	9.2	7.0	6.6	6.4	6.0
Drinking places	1.5	1.8	4.4	5.0	4.1	5.0
General merchandise group	41.6	42.8	13.5	16.2	12.0	14.7
Department stores	39.6	40.8	11.0	13.7	9.4	12.0
Variety stores	1.5	1.3	1.4	1.5	1.5	1.5
General merchandise stores, n.e.c	0.5	0.7	1.1	1.0	1.1	1.2
Apparel, accessories stores	20.0	22.0	9.8	11.9	8.7	10.6
Shoe stores	2.9	2.4	1.6	1.7	1.4	1.5
Men's, boys' clothing and furnishings stores[1]	3.7	4.0	1.9	2.1	1.6	1.9
Family clothing stores[1]	3.2	4.3	1.6	2.4	1.4	2.2
Women's clothing, specialty stores	6.8	7.5	3.9	4.3	3.5	3.9
Ready-to-wear stores[1]	5.4	6.3	3.2	3.3	2.9	3.1
All other apparel stores	3.4	3.8	1.0	1.4	0.8	1.1
Furniture, home furnishings, appliance dealers	4.8	3.8	5.6	5.1	5.1	4.8
Furniture stores[1]	2.2	1.4	3.3	2.5	2.8	2.3
Other home furnishings stores[1]	0.9	0.9	0.9	0.9	0.7	0.8
Household appliance, radio, TV stores	1.7	1.5	1.4	1.7	1.6	1.7
Automotive group	1.1	1.1	15.5	12.6	16.3	13.9
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	14.6	11.9	15.4	13.0
Tire, battery, accessory dealers	(NA)	(NA)	0.6	0.5	0.6	0.7
Other automotive dealers	(NA)	(NA)	(D)	0.2	(D)	0.2
Gasoline service stations	0.2	0.1	4.1	2.9	5.1	3.7
Lumber, building materials, hardware, farm equipment dealers	0.8	0.6	3.7	3.3	5.5	4.9
Hardware stores	0.3	0.3	0.9	(D)	1.2	1.2
Other	0.5	0.3	2.8	(D)	4.3	3.7
Drug stores, proprietary stores	2.4	2.1	3.6	3.6	3.5	3.5
Other retail stores[2]	14.2	12.9	10.0	11.4	9.3	10.4
Liquor stores	1.4	0.8	3.2	3.1	2.7	2.6
Jewelry stores	3.6	3.2	1.1	1.2	0.9	1.1
Book, stationery stores	1.4	1.4	0.6	0.5	0.5	0.4
Sporting goods, bicycle stores	0.8	0.6	0.3	0.3	0.3	0.3
Florists	0.3	0.3	0.4	0.5	0.4	0.4
Music stores	0.2	1.2	0.3	0.5	0.2	0.4
Camera, photographic supply stores	0.8	0.5	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed bouhdaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Los Angeles, California

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LOS ANGELES, CALIFORNIA CENTRAL BUSINESS DISTRICT

LOS ANGELES-LONG BEACH STANDARD METROPOLITAN AREA

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)

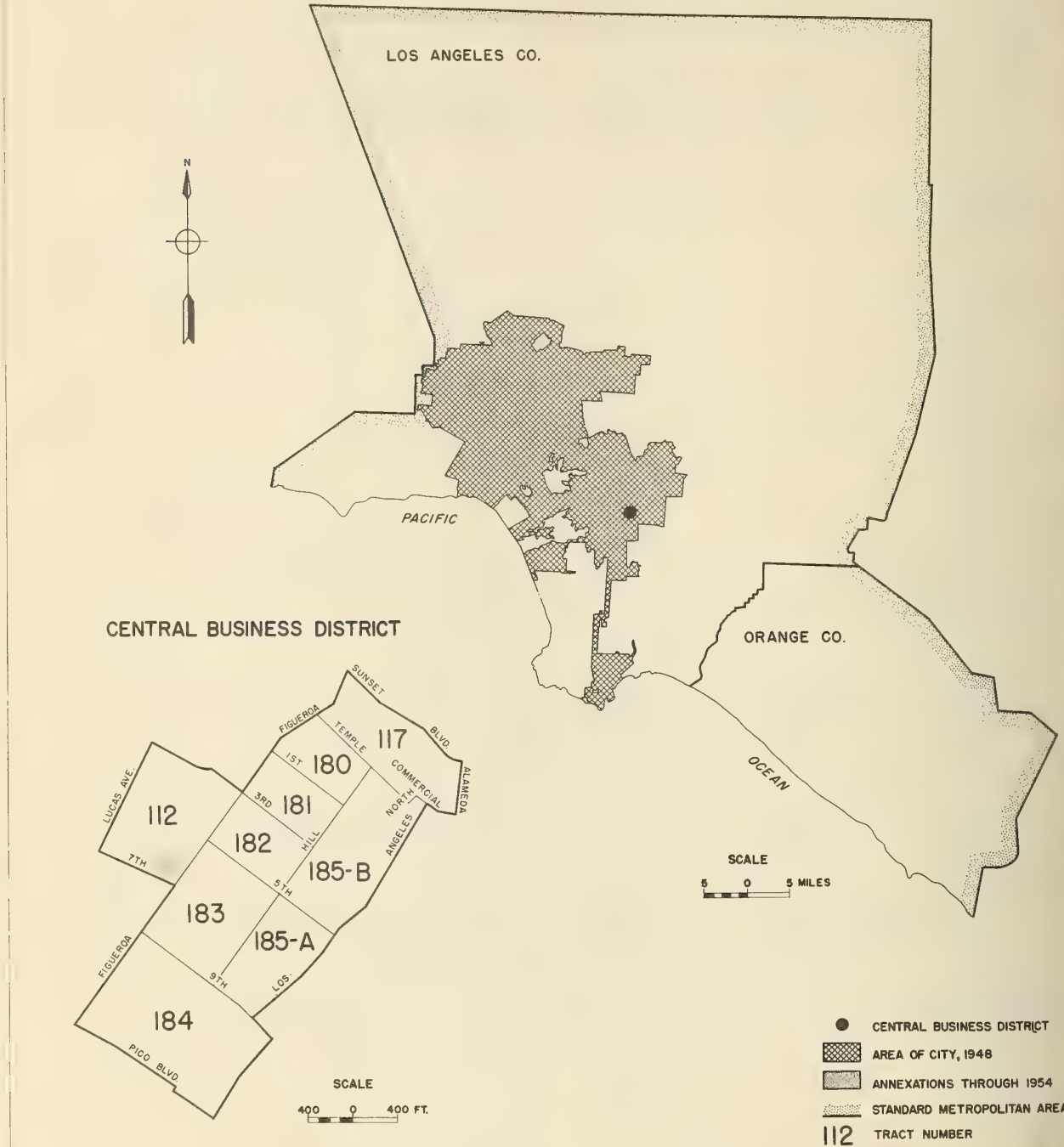


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF LOS ANGELES

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,610	421,003	74,531	1,972	451,009	73,398
Food stores	142	18,799	2,266	163	19,252	1,960
Eating, drinking places	444	40,884	11,843	522	41,038	11,491
Eating places	326	33,767	9,916	403	33,671	9,399
Drinking places	118	7,117	1,927	119	7,367	2,092
General merchandise group	35	159,913	28,173	53	195,339	28,085
Department stores	5	144,211	25,521	9	181,003	25,712
Variety stores	8	11,886	2,240	19	12,211	2,122
General merchandise stores, n.e.c	22	3,816	412	25	2,125	251
Apparel, accessories stores	327	73,818	11,995	371	71,693	12,228
Shoe stores	68	11,397	1,971	71	12,531	1,809
Men's, boys' clothing and furnishings stores[3]	68	20,103	3,459	84	16,371	2,636
Family clothing stores[3]	26	14,231	1,699	15	14,869	3,153
Women's clothing, specialty stores	96	24,014	3,784	97	21,653	3,148
Ready-to-wear stores[3]	43	20,742	3,294	47	18,087	2,466
All other apparel stores	61	3,991	1,082	88	6,046	1,482
Furniture, home furnishings, appliance dealers	59	33,730	5,557	74	31,885	5,724
Furniture stores[3]	10	22,316	4,126	18	23,017	4,791
Other home furnishings stores[3]	10	2,856	479	10	2,122	329
Household appliance, radio, TV stores	31	8,500	952	34	6,533	604
Automotive group	11	17,547	1,902	22	21,074	2,367
Passenger car dealers (franchised & nonfranchised)	6	16,753	1,814	14	19,936	2,213
Tire, battery, accessory dealers	3	(D)	(D)	4	759	115
Other automotive dealers	2	(D)	(D)	4	379	39
Gasoline service stations	31	2,725	475	43	2,153	345
Lumber, building materials, hardware, farm equip. dealers	16	3,841	462	20	2,557	449
Hardware stores	9	778	77	11	971	155
Other	7	3,063	385	9	1,586	294
Drug stores, proprietary stores	49	13,567	2,418	68	16,263	2,677
Other retail stores[4]	496	56,179	9,440	636	49,755	8,072
Liquor stores	35	7,135	748	68	4,136	192
Jewelry stores	138	16,709	3,046	126	19,702	3,647
Sporting goods, bicycle stores	8	1,272	249	10	377	40
Florists	16	1,346	390	25	1,251	235
Music stores	18	2,667	460	19	4,339	925
Camera, photographic supply stores	11	2,641	232	10	2,709	197
SELECTED SERVICE TRADES						
Hotels	159	28,296	10,139	216	19,179	5,947
Motion picture theaters	36	7,901	1,814	39	10,193	2,213

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF LOS ANGELES

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	20,278	2,918,354	367,043	22,122	2,272,112	301,049
Food stores	3,637	666,196	57,946	3,964	485,877	35,470
Eating, drinking places	4,448	263,001	66,775	4,726	216,994	55,270
Eating places	3,342	209,054	53,884	3,557	166,693	42,726
Drinking places	1,102	53,901	12,891	1,169	50,301	12,544
General merchandise group	594	384,959	60,042	714	(D)	(D)
Department stores	25	310,781	49,120	25	(D)	(D)
Variety stores	265	36,723	6,194	394	34,188	5,514
General merchandise stores, n.e.c.	304	37,427	4,728	295	35,892	5,781
Apparel, accessories stores	1,762	210,820	31,523	1,993	169,302	26,142
Shoe stores	332	32,650	4,727	329	26,960	3,511
Men's, boys' clothing and furnishings stores[3]	264	47,170	7,043	253	30,012	4,295
Family clothing stores[3]	80	31,245	4,185	82	31,328	6,020
Women's clothing, specialty stores	645	82,716	13,063	770	62,116	9,072
Ready-to-wear stores[3]	395	73,557	12,109	421	52,413	7,930
All other apparel stores	331	14,979	2,505	426	16,463	3,244
Furniture, home furnishings, appliance dealers	1,576	216,809	27,919	1,704	154,874	20,808
Furniture stores[3]	413	102,503	14,027	408	70,891	10,675
Other home furnishings stores[3]	315	37,835	6,506	346	26,672	4,409
Household appliance, radio, TV stores	578	69,505	7,386	596	51,073	5,724
Automotive group	772	499,373	48,431	850	358,742	38,305
Passenger car dealers (franchised & nonfranchised)	471	471,893	44,737	561	336,635	35,493
Tire, battery, accessory dealers	232	19,440	3,125	219	15,917	2,324
Other automotive dealers	63	7,998	569	70	6,190	488
Gasoline service stations	2,366	185,668	18,957	2,727	120,434	12,656
Lumber, building materials, hardware, farm equip. dealers	692	133,761	14,046	815	113,436	14,387
Hardware stores	246	24,136	2,760	272	18,077	1,851
Other	442	109,559	11,286	543	95,359	12,536
Drug stores, proprietary stores	648	102,699	14,743	702	91,967	12,884
Other retail stores[4]	3,783	255,068	26,661	3,927	(D)	(D)
Liquor stores	947	88,010	4,994	1,112	62,638	2,828
Jewelry stores	390	29,125	4,644	364	28,156	4,894
Book, stationery stores	204	25,076	4,423	203	11,743	2,062
Sporting goods, bicycle stores	144	7,472	704	151	4,147	372
Florists	235	7,802	1,301	286	7,691	1,086
Music stores	123	11,457	1,767	137	10,477	1,743
Camera, photographic supply stores	109	13,466	1,234	110	7,549	767
SELECTED SERVICE TRADES						
Hotels	628	56,402	18,974	745	47,455	14,027
Motion picture theaters	161	29,788	5,877	212	31,153	5,871

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,680 such establishments with sales of $137,798,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
LOS ANGELES STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	48,461	6,903,325	817,681	46,999	4,587,689	564,383
Food stores	8,041	1,722,540	146,706	8,158	1,046,717	75,774
Eating, drinking places	10,038	561,414	140,093	9,253	401,730	100,481
Eating places	7,668	441,506	112,316	6,970	308,759	77,606
Drinking places	2,356	119,698	27,777	2,283	92,971	22,875
General merchandise group	1,448	728,895	105,761	1,553	(D)	(D)
Department stores	70	533,245	78,194	61	(D)	(D)
Variety stores	667	91,584	14,758	800	70,069	10,912
General merchandise stores, n.e.c	705	103,920	12,809	692	78,329	10,990
Apparel, accessories stores	4,304	459,640	66,067	4,231	328,774	46,384
Shoe stores	900	82,196	11,126	731	53,941	6,802
Men's, boys' clothing and furnishings stores[3]	592	91,272	12,610	541	59,799	7,880
Family clothing stores[3]	195	62,466	8,500	164	52,434	9,091
Women's clothing, specialty stores	1,695	185,079	28,839	1,711	127,602	17,214
Ready-to-wear stores[3]	1,113	162,616	26,331	1,027	107,890	14,913
All other apparel stores	706	34,133	4,992	840	30,178	5,397
Furniture, home furnishings, appliance dealers	3,822	459,994	57,544	3,696	307,456	38,881
Furniture stores[3]	1,026	223,805	28,105	883	144,458	19,683
Other home furnishings stores[3]	773	75,620	12,831	698	47,848	8,031
Household appliance, radio, TV stores	1,441	146,267	16,608	1,374	101,198	11,167
Automotive group	2,409	1,294,704	126,727	2,355	763,596	82,578
Passenger car dealers (franchised & nonfranchised)	1,431	1,199,980	115,070	1,471	693,860	74,411
Tire, battery, accessory dealers	687	61,225	9,322	606	46,873	6,628
Other automotive dealers	269	33,179	2,335	278	22,863	1,539
Gasoline service stations	5,893	486,824	46,597	6,035	262,395	25,133
Lumber, building materials, hardware, farm equip. dealers	2,160	396,422	42,277	2,233	326,451	38,767
Hardware stores	678	65,439	7,770	678	49,719	5,212
Other	1,476	330,899	34,507	1,555	276,732	33,555
Drug stores, proprietary stores	1,415	233,367	32,667	1,370	175,606	24,010
Other retail stores[4]	8,931	559,525	53,242	8,115	(D)	(D)
Liquor stores	2,055	191,577	10,043	2,073	120,172	5,279
Jewelry stores	951	62,074	9,285	805	48,640	7,847
Book, stationery stores	438	40,287	6,495	372	18,467	3,010
Sporting goods, bicycle stores	391	21,685	2,120	423	13,216	1,168
Florists	531	15,622	2,302	563	13,167	1,860
Music stores	298	19,340	2,636	255	16,331	2,433
Camera, photographic supply stores	226	22,512	2,050	247	13,576	1,361
SELECTED SERVICE TRADES						
Hotels	927	80,239	26,469	1,113	66,132	19,819
Motion picture theaters	330	56,237	10,435	404	56,437	10,439

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 3,480 such establishments with sales of $197,734,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF LOS ANGELES, THE ENTIRE CITY, AND THE LOS ANGELES STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-6.7	28.4	37.1	50.5	56.7
Food stores	-2.4	37.1	38.7	64.6	65.8
Eating, drinking places	-0.4	21.2	26.2	39.7	44.3
Eating places	0.3	25.4	31.7	43.0	48.2
Drinking places	-3.4	7.2	9.0	28.7	31.5
General merchandise group	-18.1	(D)	(D)	(D)	(D)
Department stores	-20.3	(D)	(D)	(D)	(D)
Variety stores	-2.7	7.4	13.0	30.7	37.7
General merchandise stores, n.e.c.	79.6	4.3	-0.5	32.7	31.4
Apparel, accessories stores	3.0	24.5	41.4	39.8	50.1
Shoe stores	-9.1	21.1	47.3	52.4	71.0
Men's, boys' clothing and furnishings stores[3]	22.8	57.2	98.4	52.6	63.9
Family clothing stores[3]	-4.3	0.0	3.4	19.1	28.4
Women's clothing, specialty stores	10.9	33.2	45.1	45.0	52.0
Ready-to-wear stores[3]	14.7	40.3	53.9	50.7	58.0
All other apparel stores	-34.0	-9.0	5.5	13.1	24.9
Furniture, home furnishings, appliance dealers	5.8	40.0	48.8	49.6	54.7
Furniture stores[3]	-3.1	44.6	67.5	54.9	65.9
Other home furnishings stores[3]	34.6	41.8	42.5	58.0	59.1
Household appliance, radio, TV stores	30.1	36.1	37.0	44.5	45.5
Automotive group	-16.7	39.2	43.7	69.6	72.0
Passenger car dealers (franchised and nonfranchised)	-16.0	40.2	43.7	72.9	75.6
Tire, battery, accessory dealers	(NA)	22.1	(NA)	30.6	(NA)
Other automotive dealers	(NA)	29.2	(NA)	45.1	(NA)
Gasoline service stations	26.6	54.2	54.7	85.5	86.0
Lumber, building materials, hardware, farm equip. dealers	50.2	17.9	17.2	21.4	21.2
Hardware stores	-19.9	33.5	36.5	31.6	32.6
Other	93.1	14.9	13.6	19.6	19.1
Drug stores, proprietary stores	-16.6	11.7	17.7	32.9	37.9
Other retail stores[4]	12.9	(D)	(D)	(D)	(D)
Liquor stores	72.5	40.5	38.2	59.4	59.0
Jewelry stores	-15.2	3.4	46.9	27.6	56.8
Book, stationery stores	(NA)	113.5	(NA)	118.1	(NA)
Sporting goods, bicycle stores	237.4	80.2	64.4	64.1	59.0
Florists	7.6	1.4	0.2	18.6	19.8
Music stores	-38.5	9.4	43.2	18.4	39.0
Camera, photographic supply stores	-2.5	78.4	123.6	65.8	82.9
SELECTED SERVICE TRADES					
Hotels	47.5	18.9	-0.6	21.3	10.6
Motion picture theaters	-22.5	-4.4	4.4	-0.4	4.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5 RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF LOS ANGELES CITY AND OF LOS ANGELES STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	14.4	19.8	6.1	9.8
Food stores	2.8	4.0	1.1	1.8
Eating, drinking places	15.5	18.9	7.3	10.2
Eating places	16.2	20.2	7.6	10.9
Drinking places	13.2	14.6	5.9	7.9
General merchandise group	41.5	(D)	21.9	(D)
Department stores	46.4	(D)	27.0	(D)
Variety stores	32.4	35.7	13.0	17.4
General merchandise stores, n.e.c.	10.2	5.9	3.7	2.7
Apparel, accessories stores	35.0	42.3	16.1	21.8
Shoe stores	34.9	46.5	13.9	23.2
Men's, boys' clothing and furnishings stores[2]	42.6	54.5	22.0	27.4
Family clothing stores[2]	45.5	47.5	22.8	28.4
Women's clothing, specialty stores	29.0	34.9	13.0	17.0
Ready-to-wear stores[2]	28.2	34.5	12.8	16.8
All other apparel stores	26.6	36.7	11.7	20.0
Furniture, home furnishings, appliance dealers	15.6	20.6	7.3	10.4
Furniture stores[2]	21.8	32.5	10.0	15.9
Other home furnishings stores[2]	6.8	8.0	3.8	4.4
Household appliance, radio, TV stores	12.2	12.8	5.8	6.5
Automotive group	3.5	5.9	1.4	2.8
Passenger car dealers (franchised and nonfranchised)	3.6	5.9	1.4	2.9
Tire, battery, accessory dealers	(D)	4.8	(D)	1.6
Other automotive dealers	(D)	6.1	(D)	1.7
Gasoline service stations	1.5	1.8	0.6	0.8
Lumber, building materials, hardware, farm equip. dealers	2.9	2.3	1.0	0.8
Hardware stores	3.2	5.4	1.2	2.0
Other	2.8	1.7	0.9	0.6
Drug stores, proprietary stores	13.2	17.7	5.8	9.3
Other retail stores[3]	22.0	(D)	10.0	(D)
Liquor stores	8.1	6.6	3.7	3.4
Jewelry stores	57.4	70.0	26.9	40.5
Sporting goods, bicycle stores	17.0	9.1	5.9	2.9
Florists	17.2	16.3	8.6	9.5
Music stores	23.3	41.4	13.8	26.6
Camera, photographic supply stores	19.6	35.9	11.7	20.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF LOS ANGELES, THE ENTIRE CITY, AND THE LOS ANGELES STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	4.5	4.3	22.8	21.3	25.0	22.9
Eating, drinking places	9.7	9.1	9.0	9.6	8.1	8.8
Eating places	8.0	7.5	7.1	7.4	6.4	6.8
Drinking places	1.7	1.6	1.9	2.2	1.7	2.0
General merchandise group	38.0	43.3	13.2	(D)	10.6	(D)
Department stores	34.3	40.1	10.6	(D)	7.8	(D)
Variety stores	2.8	2.7	1.3	1.5	1.3	1.5
General merchandise stores, n.e.c.	0.9	0.5	1.3	1.6	1.5	1.7
Apparel, accessories stores	17.5	15.8	7.2	7.5	6.7	7.2
Shoe stores	2.7	2.8	1.1	1.2	1.2	1.2
Men's, boys' clothing and furnishings stores[1]	4.8	3.6	1.6	1.3	1.3	1.3
Family clothing stores[1]	3.4	3.3	1.1	1.4	0.9	1.1
Women's clothing, specialty stores	5.7	4.8	2.9	2.7	2.6	2.8
Ready-to-wear stores[1]	4.9	4.0	2.5	2.3	2.4	2.4
All other apparel stores	0.9	1.3	0.5	0.7	0.5	0.7
Furniture, home furnishings, appliance dealers	8.0	7.1	7.4	6.8	6.5	6.7
Furniture stores[1]	5.3	5.1	3.4	3.1	3.3	3.1
Other home furnishings stores[1]	0.7	0.5	1.3	1.2	1.1	1.0
Household appliance, radio, TV stores	2.0	1.5	2.4	2.2	2.1	2.1
Automotive group	4.2	4.7	17.1	15.8	18.8	16.6
Passenger car dealers (franchised and nonfranchised)	4.0	4.4	16.1	14.8	17.4	15.1
Tire, battery, accessory dealers	(D)	0.2	0.7	0.7	0.9	1.0
Other automotive dealers	(D)	0.1	0.3	0.3	0.5	0.5
Gasoline service stations	0.6	0.5	6.4	5.3	7.1	5.7
Lumber, building materials, hardware, farm equipment dealers	0.9	0.6	4.6	5.0	5.7	7.1
Hardware stores	0.2	0.2	0.8	0.8	0.9	1.1
Other	0.7	0.4	3.8	4.2	4.8	6.0
Drug stores, proprietary stores	3.2	3.6	3.5	4.0	3.4	3.8
Other retail stores[2]	13.4	11.0	8.8	(D)	8.1	(D)
Liquor stores	1.7	0.9	3.0	2.8	2.8	2.6
Jewelry stores	4.0	4.4	1.0	1.2	0.9	1.1
Book, stationery stores	(NA)	(NA)	0.9	0.5	0.6	0.4
Sporting goods, bicycle stores	0.3	0.1	0.3	0.2	0.3	0.3
Florists	0.3	0.3	0.3	0.3	0.2	0.3
Music stores	0.6	1.0	0.4	0.5	0.3	0.4
Camera, photographic supply stores	0.6	0.6	0.5	0.3	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Detroit, Michigan

1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

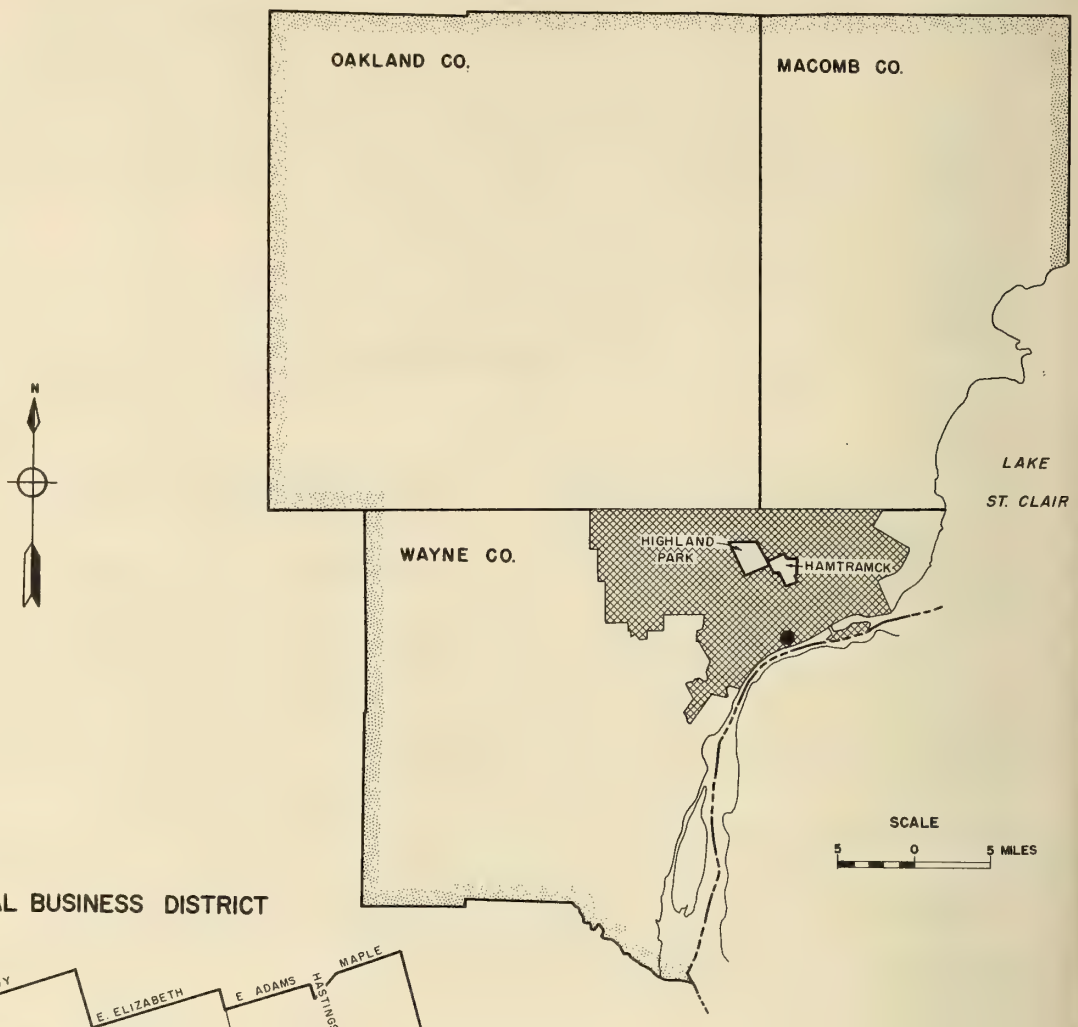
Detroit, Michigan

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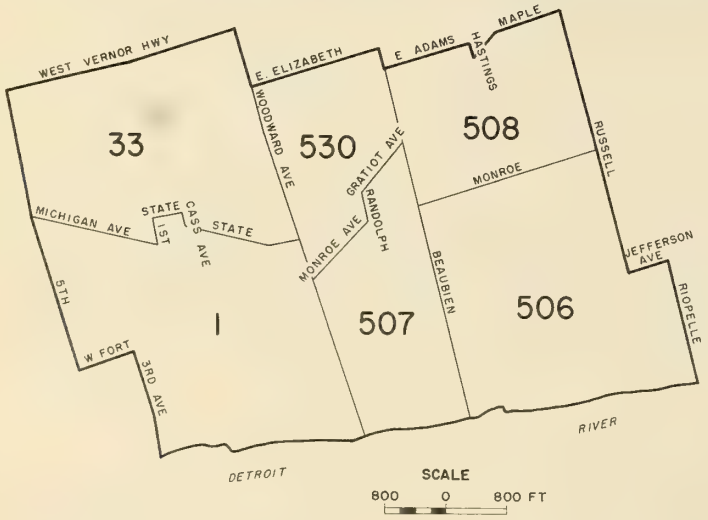
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DETROIT, MICHIGAN

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- AREA OF CITY
- STANDARD METROPOLITAN AREA
- TRACT NUMBER
- INTERNATIONAL BOUNDARY

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF DETROIT

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	1,318	405,465	85,423	1,382	456,005	85,134
Food stores	96	11,901	1,494	111	10,517	1,107
Eating, drinking places	489	40,451	10,680	446	34,065	9,438
Eating places	326	25,879	7,440	295	22,647	6,483
Drinking places	161	14,540	3,240	151	11,418	2,955
General merchandise group	28	202,434	46,675	26	233,565	46,699
Department stores	7	191,922	44,827	9	223,583	45,142
Variety stores	4	8,860	1,582	6	9,614	1,512
General merchandise stores, n.e.c.	17	1,652	266	11	368	45
Apparel, accessories stores	284	81,012	14,634	318	104,033	15,940
Shoe stores	75	14,843	2,092	62	15,720	1,873
Men's, boys' clothing and furnishings stores[3]	63	23,505	4,536	73	25,282	4,168
Family clothing stores[3]	6	2,325	452	12	8,160	1,216
Women's clothing, specialty stores	96	35,275	6,610	90	45,351	7,200
Ready-to-wear stores[3]	57	33,259	6,259	38	42,217	6,814
All other apparel stores	44	5,064	944	71	7,076	1,264
Furniture, home furnishings, appliance dealers	39	15,225	2,789	57	17,069	2,339
Furniture stores[3]	17	11,836	2,317	21	9,883	1,640
Other home furnishings stores[3]	10	751	125	16	1,730	285
Household appliance, radio, TV stores	12	2,638	347	17	5,428	414
Automotive group	4	1,712	138	4	805	67
Gasoline service stations	16	1,214	135	19	1,064	89
Lumber, building materials, hardware, farm equip. dealers	8	2,293	441	6	(D)	(D)
Drug stores, proprietary stores	33	11,756	1,584	36	13,182	1,589
Other retail stores[4]	321	37,467	6,853	359	40,012	7,521
Liquor stores	8	1,769	105	10	2,436	113
Jewelry stores	75	12,033	2,161	78	10,822	1,973
Book, stationery stores	21	3,789	1,324	19	4,255	995
Sporting goods, bicycle stores	4	2,399	388	6	3,560	628
Florists	12	594	136	12	554	109
Music stores	16	4,265	764	22	5,335	1,625
Camera, photographic supply stores	5	1,468	229	7	1,656	180
SELECTED SERVICE TRADES						
Hotels	81	20,194	7,646	96	18,409	4,946
Motion picture theaters	14	8,564	1,561	15	6,333	1,253

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF DETROIT

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	17,016	2,474,001	305,281	17,665	2,034,415	251,503
Food stores	4,452	546,321	38,449	5,345	395,528	25,752
Eating, drinking places	4,206	213,199	46,513	4,000	177,656	40,442
Eating places	2,178	114,385	28,611	2,010	90,215	22,752
Drinking places	2,020	98,680	17,902	1,990	87,441	17,690
General merchandise group	383	347,266	67,690	350	346,837	61,871
Department stores	21	283,126	57,177	20	302,281	55,245
Variety stores	196	44,054	7,446	203	38,733	5,983
General merchandise stores, n.e.c.	164	20,080	(D)	127	5,823	643
Apparel, accessories stores	1,397	177,324	27,146	1,481	187,912	25,613
Shoe stores	320	34,818	4,502	293	29,890	3,221
Men's, boys' clothing and furnishings stores[3]	273	47,304	7,578	262	46,652	6,720
Family clothing stores[3]	62	7,804	1,095	77	19,955	2,649
Women's clothing, specialty stores	486	72,709	11,821	593	76,161	10,846
Ready-to-wear stores[3]	310	66,492	10,981	272	67,884	10,014
All other apparel stores	194	13,437	2,150	252	13,859	2,077
Furniture, home furnishings, appliance dealers	842	131,744	19,512	809	93,659	12,587
Furniture stores[3]	255	66,613	10,430	246	42,441	6,070
Other home furnishings stores[3]	191	23,616	4,611	177	18,759	3,481
Household appliance, radio, TV stores	312	40,201	4,471	307	30,891	3,036
Automotive group	581	512,525	44,444	660	414,295	36,489
Passenger car dealers (franchised & nonfranchised)	402	482,395	40,317	496	392,610	33,613
Tire, battery, accessory dealers	145	22,571	3,694	128	16,717	2,476
Other automotive dealers	31	(D)	(D)	36	4,968	400
Gasoline service stations	1,675	142,455	12,582	1,563	83,180	7,153
Lumber, building materials, hardware, farm equip. dealers	696	130,157	17,215	720	99,759	15,012
Hardware stores	323	21,407	2,399	370	(D)	(D)
Other	367	(D)	(D)	350	(D)	(D)
Drug stores, proprietary stores	773	112,226	11,049	797	93,964	8,309
Other retail stores[4]	2,011	160,784	20,681	1,940	141,625	18,275
Liquor stores	243	26,578	980	295	20,644	699
Jewelry stores	283	24,048	3,756	256	20,233	3,328
Book, stationery stores	74	9,617	(D)	54	6,521	1,408
Sporting goods, bicycle stores	67	5,652	720	61	5,526	784
Florists	215	7,727	1,032	249	6,645	849
Music stores	95	7,837	1,326	94	8,306	1,996
Camera, photographic supply stores	29	4,990	515	45	3,702	336
SELECTED SERVICE TRADES						
Hotels	240	35,896	13,578	255	32,766	9,501
Motion picture theaters	100	19,033	4,066	147	23,442	4,842

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,035 such establishments with sales of $77,311,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
DETROIT STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	27,732	4,106,958	473,410	27,263	2,946,668	340,581
Food stores	6,844	979,940	66,839	7,844	625,908	39,250
Eating, drinking places	6,351	327,044	70,993	5,862	245,434	53,983
Eating places	3,520	186,215	46,036	3,081	128,183	31,418
Drinking places	2,823	140,695	24,957	2,781	117,251	22,565
General merchandise group	669	509,129	89,405	576	435,629	73,384
Department stores	39	397,082	71,816	35	362,629	62,997
Variety stores	325	77,936	12,764	321	59,964	9,000
General merchandise stores, n.e.c	303	34,105	4,825	220	13,036	1,387
Apparel, accessories stores	2,239	273,354	39,326	2,142	241,590	31,408
Shoe stores	532	53,620	6,741	434	40,115	4,319
Men's, boys' clothing and furnishings stores[3]	437	69,515	10,407	375	58,480	7,993
Family clothing stores[3]	112	14,687	1,968	126	26,185	3,424
Women's clothing, specialty stores	803	115,304	17,452	753	97,696	13,332
Ready-to-wear stores[3]	524	105,978	16,257	425	87,435	12,320
All other apparel stores	277	18,790	2,758	341	16,839	2,340
Furniture, home furnishings, appliance dealers	1,530	211,521	29,844	1,284	132,300	17,406
Furniture stores[3]	420	100,387	15,244	347	57,157	8,098
Other home furnishings stores[3]	304	39,185	7,000	265	25,634	4,572
Household appliance, radio, TV stores	654	69,985	7,600	549	47,138	4,736
Automotive group	1,135	888,164	77,848	1,176	615,066	54,620
Passenger car dealers (franchised & nonfranchised)	783	838,933	71,618	874	582,941	50,653
Tire, battery, accessory dealers	247	33,847	5,183	217	23,537	3,337
Other automotive dealers	101	15,362	1,047	85	8,588	630
Gasoline service stations	3,107	260,718	21,871	2,923	146,827	11,673
Lumber, building materials, hardware, farm equip. dealers	1,507	245,985	31,362	1,404	174,059	23,456
Hardware stores	684	48,509	5,204	679	37,468	3,562
Other	815	197,384	26,158	725	136,591	19,894
Drug stores, proprietary stores	1,150	173,970	17,514	1,111	128,698	11,488
Other retail stores[4]	3,200	237,133	28,408	2,941	201,157	23,913
Liquor stores	341	37,330	1,375	428	28,722	957
Jewelry stores	436	34,702	5,358	369	27,006	4,432
Book, stationery stores	100	11,321	2,490	72	7,632	1,598
Sporting goods, bicycle stores	156	9,902	1,113	135	7,736	955
Florists	333	12,345	1,744	354	9,240	1,237
Music stores	132	10,289	1,629	119	10,409	2,235
Camera, photographic supply stores	48	7,602	714	61	4,479	386
SELECTED SERVICE TRADES						
Hotels	298	40,190	15,087	339	37,324	10,638
Motion picture theaters	184	28,764	5,977	230	32,169	6,619

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,648 such establishments with sales of $109,045,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF DETROIT, THE ENTIRE CITY, AND THE DETROIT STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-11.1	21.6	31.1	39.4	48.6
Food stores	13.2	38.1	38.8	56.6	57.3
Eating, drinking places	18.7	20.0	20.3	33.3	35.6
Eating places	14.3	26.8	31.0	45.3	51.9
Drinking places	27.3	12.9	10.7	20.0	19.2
General merchandise group	-13.3	0.1	27.9	16.9	51.8
Department stores	-14.2	-6.3	15.9	9.5	47.5
Variety stores	-7.9	13.7	20.9	30.0	37.2
General merchandise stores, n.e.c	348.9	244.8	237.8	161.6	156.2
Apparel, accessories stores	-22.1	-5.6	14.8	13.1	39.8
Shoe stores	-5.6	16.5	41.0	33.7	59.0
Men's, boys' clothing and furnishings stores[3]	-7.0	1.4	11.4	18.9	38.6
Family clothing stores[3]	-71.5	-60.9	-53.6	-43.9	-31.4
Women's clothing, specialty stores	-22.2	-4.5	21.5	18.0	52.9
Ready-to-wear stores[3]	-21.2	-2.1	29.5	21.2	60.8
All other apparel stores	-28.4	-3.1	23.4	11.6	40.6
Furniture, home furnishings, appliance dealers	-10.8	40.7	52.1	59.9	70.3
Furniture stores[3]	19.8	57.0	68.2	75.6	87.3
Other home furnishings stores[3]	-56.6	25.9	34.3	52.9	60.8
Household appliance, radio, TV stores	-51.4	30.1	47.5	48.5	61.5
Automotive group	112.7	23.7	23.5	44.4	44.3
Passenger car dealers (franchised and nonfranchised)	(NA)	22.9	22.9	44.1	43.9
Tire, battery, accessory dealers	(NA)	35.0	(D)	43.8	(D)
Other automotive dealers	(NA)	(D)	(D)	78.9	(D)
Gasoline service stations	14.1	71.3	72.0	77.6	78.0
Lumber, building materials, hardware, farm equip. dealers	(D)	30.5	(D)	41.3	(D)
Hardware stores	(NA)	(D)	(D)	29.5	33.2
Other	(NA)	(D)	(D)	44.5	44.9
Drug stores, proprietary stores	-10.8	19.4	24.4	35.2	40.4
Other retail stores[4]	-6.4	13.5	21.4	17.9	23.9
Liquor stores	-27.4	28.7	36.3	30.0	35.3
Jewelry stores	11.2	18.9	27.7	28.5	40.1
Book, stationery stores	-11.0	47.5	157.2	48.3	123.0
Sporting goods, bicycle stores	-32.6	2.3	65.5	28.0	79.7
Florists	7.2	16.3	17.1	33.6	35.3
Music stores	-20.1	-5.7	20.2	-1.2	18.7
Camera, photographic supply stores	-11.4	34.8	72.1	69.7	117.3
SELECTED SERVICE TRADES					
Hotels	9.7	9.6	9.4	7.7	5.7
Motion picture theaters	35.2	-18.8	-38.8	-10.6	-21.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF DETROIT CITY AND OF DETROIT STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	16.4	22.4	9.9	15.5
Food stores	2.2	2.7	1.2	1.7
Eating, drinking places	19.0	19.2	12.4	13.9
Eating places	22.6	25.1	13.9	17.7
Drinking places	14.7	13.1	10.3	9.7
General merchandise group	58.3	67.3	39.8	53.6
Department stores	67.8	74.0	48.3	61.7
Variety stores	20.1	24.8	11.4	16.0
General merchandise stores, n.e.c	8.2	6.3	4.8	2.8
Apparel, accessories stores	45.7	55.4	29.6	43.1
Shoe stores	42.6	52.6	27.7	39.2
Men's, boys' clothing and furnishings stores[2]	49.7	54.2	33.8	43.2
Family clothing stores[2]	29.8	40.9	15.8	31.2
Women's clothing, specialty stores	48.5	59.5	30.6	46.4
Ready-to-wear stores[2]	50.0	62.2	31.4	48.3
All other apparel stores	37.7	51.1	27.0	42.0
Furniture, home furnishings, appliance dealers	11.6	18.2	7.2	12.9
Furniture stores[2]	17.8	23.2	11.8	17.3
Other home furnishings stores[2]	3.2	9.2	1.9	6.7
Household appliance, radio, TV stores	6.6	17.6	3.8	11.5
Automotive group	0.3	0.2	0.2	0.1
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers	(NA)	(NA)	(NA)	(NA)
Other automotive dealers	(NA)	(NA)	(NA)	(NA)
Gasoline service stations	0.9	1.3	0.5	0.7
Lumber, building materials, hardware, farm equip. dealers	1.8	(D)	0.9	(D)
Hardware stores	(NA)	(NA)	(NA)	(NA)
Other	(NA)	(NA)	(NA)	(NA)
Drug stores, proprietary stores	10.5	14.0	6.8	10.2
Other retail stores[3]	23.3	28.3	15.8	19.9
Liquor stores	6.7	11.8	4.7	8.5
Jewelry stores	50.0	53.5	34.7	40.1
Book, stationery stores	39.4	65.3	33.5	55.8
Sporting goods, bicycle stores	42.4	64.4	24.2	46.0
Florists	7.7	8.3	4.8	6.0
Music stores	54.4	64.5	41.5	51.3
Camera, photographic supply stores	29.4	44.7	19.3	37.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF DETROIT, THE ENTIRE CITY, AND THE DETROIT STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	2.9	2.3	22.1	19.4	23.9	21.2
Eating, drinking places	10.0	7.5	8.6	8.7	7.9	8.3
Eating places	6.4	5.0	4.6	4.4	4.5	4.4
Drinking places	3.6	2.5	4.0	4.3	3.4	3.9
General merchandise group	49.9	51.2	14.0	17.0	12.4	14.8
Department stores	47.3	49.0	11.4	14.9	9.7	12.3
Variety stores	2.2	2.1	1.8	1.9	1.9	2.0
General merchandise stores, n.e.c	0.4	0.1	0.8	0.2	0.8	0.5
Apparel, accessories stores	20.0	22.8	7.2	9.2	6.7	8.2
Shoe stores	3.7	3.5	1.4	1.5	1.3	1.4
Men's, boys' clothing and furnishings stores[1]	5.8	5.6	1.9	2.3	1.7	2.0
Family clothing stores[1]	0.6	1.9	0.4	1.0	0.4	0.9
Women's clothing, specialty stores	8.7	10.0	2.9	3.7	2.8	3.3
Ready-to-wear stores[1]	8.2	9.3	2.7	3.3	2.6	3.0
All other apparel stores	1.2	1.8	0.6	0.7	0.5	0.6
Furniture, home furnishings, appliance dealers	3.8	3.7	5.3	4.6	5.2	4.5
Furniture stores[1]	2.9	2.2	2.7	2.2	2.4	1.9
Other home furnishings stores[1]	0.2	0.3	1.0	0.9	1.0	0.9
Household appliance, radio, TV stores	0.7	1.2	1.6	1.5	1.8	1.7
Automotive group	0.4	0.2	20.7	20.4	21.6	20.9
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	19.5	19.3	20.4	19.9
Tire, battery, accessory dealers	(NA)	(NA)	0.9	0.8	0.8	0.8
Other automotive dealers	(NA)	(NA)	(D)	0.3	0.4	0.2
Gasoline service stations	0.3	0.2	5.8	4.2	6.3	5.0
Lumber, building materials, hardware, farm equipment dealers	0.6	(D)	5.3	4.9	6.0	5.9
Hardware stores	(NA)	(NA)	0.9	(D)	1.2	1.3
Other	(NA)	(NA)	(D)	(D)	4.8	4.6
Drug stores, proprietary stores	2.9	2.9	4.5	4.6	4.2	4.4
Other retail stores[2]	9.2	8.8	6.5	7.0	5.8	6.8
Liquor stores	0.4	0.5	1.1	1.0	0.9	1.0
Jewelry stores	3.0	2.3	1.0	1.0	0.8	0.9
Book, stationery stores	0.9	0.9	0.4	0.3	0.3	0.3
Sporting goods, bicycle stores	0.6	0.8	0.2	0.3	0.2	0.3
Florists	0.1	0.1	0.3	0.3	0.3	0.3
Music stores	1.1	0.2	0.3	0.4	0.3	0.4
Camera, photographic supply stores	0.4	0.4	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

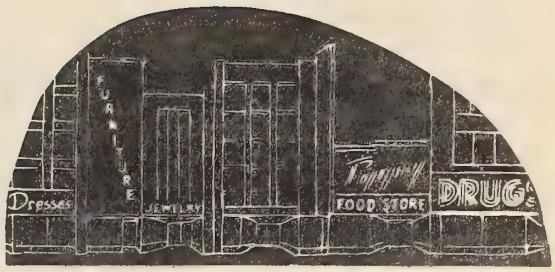
CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

USCOMM--DC--

Bulletin CBD—46

CENTRAL BUSINESS DISTRICT STATISTICS



Seattle, Washington

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE • BUREAU OF THE CENSUS • *WASHINGTON* • *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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For sale by U. S. Bureau of the Census, Washington 25, D. C., or any of the Field Offices of the Department of Commerce
Price, 10 cents

INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

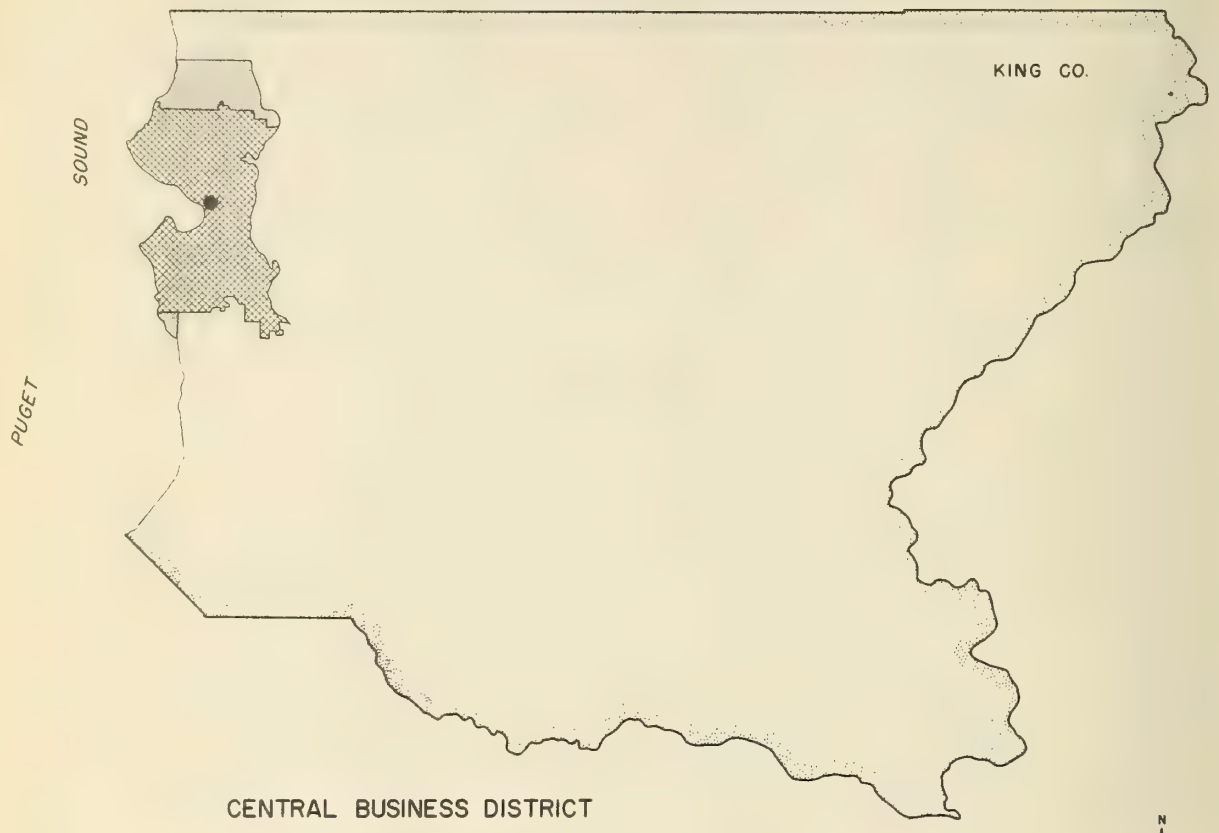
Seattle, Washington

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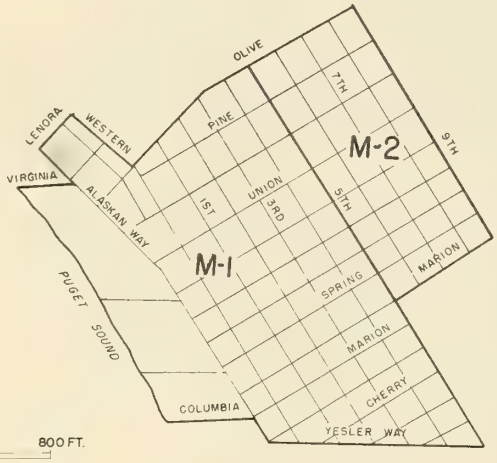
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SEATTLE, WASHINGTON

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



SCALE
800 0 800 FT.

SCALE
5 0 5 MILES

N

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- M-1 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SEATTLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	985	214,354	33,838	1,124	203,991	36,360
Food stores	114	11,240	1,040	136	12,449	1,229
Eating, drinking places	273	24,254	7,251	319	20,309	5,956
Eating places	195	20,392	6,421	226	16,792	5,205
Drinking places	78	3,862	830	93	3,517	751
General merchandise group	29	92,224	10,776	22	84,221	14,931
Department stores	5	83,957	9,337	5	76,685	13,602
Variety stores	5	6,233	1,134	5	6,348	1,127
General merchandise stores, n.e.c.	19	2,034	305	12	1,188	202
Apparel, accessories stores	186	36,578	6,435	233	38,461	6,174
Shoe stores	46	9,508	1,606	39	7,137	1,106
Men's, boys' clothing and furnishings stores[3]	42	7,521	1,158	49	8,219	1,223
Family clothing stores[3]	2	(D)	(D)	5	2,912	571
Women's clothing, specialty stores	53	15,989	2,983	65	17,117	2,663
Ready-to-wear stores[3]	25	15,259	2,864	36	16,132	2,496
All other apparel stores	31	(D)	(D)	62	2,802	611
Furniture, home furnishings, appliance dealers	51	11,457	2,210	55	10,963	1,978
Furniture stores[3]	13	6,035	1,186	14	6,674	1,251
Other home furnishings stores[3]	15	1,925	379	15	1,464	252
Household appliance, radio, TV stores	19	3,473	645	21	2,708	475
Automotive group	8	152	13	4	222	27
Gasoline service stations	22	1,950	415	25	1,808	402
Lumber, building materials, hardware, farm equip. dealers	14	2,865	471	18	3,542	762
Hardware stores	7	2,522	410	7	3,115	657
Other	7	343	61	11	427	105
Drug stores, proprietary stores	34	7,577	1,275	35	7,134	1,308
Other retail stores[4]	254	26,057	3,952	277	24,882	3,593
Liquor stores	10	4,458	148	7	4,254	142
Jewelry stores	59	8,076	1,323	52	7,715	1,213
Book, stationery stores	13	1,874	462	22	1,758	337
Sporting goods, bicycle stores	9	2,470	412	10	2,501	412
Florists	18	777	170	25	1,006	195
Music stores	12	1,318	226	14	1,281	218
Camera, photographic supply stores	5	1,113	143	7	719	64
SELECTED SERVICE TRADES						
Hotels	98	11,920	4,457	99	9,462	3,410
Motion picture theaters	11	2,620	578	13	2,896	681

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SEATTLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	6,026	768,081	104,679	5,554	574,429	77,606
Food stores	1,348	166,449	11,307	1,352	114,168	7,116
Eating, drinking places	1,389	70,605	16,878	1,312	52,155	12,389
Eating places	884	52,607	14,281	847	37,461	10,167
Drinking places	505	17,998	2,597	465	14,694	2,222
General merchandise group	171	134,327	25,020	146	(D)	(D)
Department stores	9	(D)	(D)	7	(D)	(D)
Variety stores	91	11,853	2,300	89	9,981	1,601
General merchandise stores, n.e.c.	71	(D)	930	50	(D)	(D)
Apparel, accessories stores	382	50,035	8,188	414	45,696	6,955
Shoe stores	82	13,946	2,182	60	8,330	1,242
Men's, boys' clothing and furnishings stores[3]	72	9,894	1,568	73	10,295	1,492
Family clothing stores[3]	16	2,545	445	11	3,284	596
Women's clothing, specialty stores	137	20,668	3,520	145	19,794	2,950
Ready-to-wear stores[3]	75	18,893	3,284	81	18,248	2,745
All other apparel stores	59	2,798	473	94	3,440	675
Furniture, home furnishings, appliance dealers	371	35,650	5,288	282	27,730	3,864
Furniture stores[3]	76	14,370	2,285	80	15,227	2,209
Other home furnishings stores[3]	73	6,451	1,129	49	3,456	563
Household appliance, radio, TV stores	152	13,499	1,874	115	8,126	1,092
Automotive group	268	111,168	13,726	187	90,208	11,913
Passenger car dealers (franchised & nonfranchised)	163	99,647	11,862	128	83,233	10,908
Tire, battery, accessory dealers	49	7,433	1,347	27	2,712	436
Other automotive dealers	56	4,088	517	32	4,263	539
Gasoline service stations	641	46,144	4,789	649	25,984	2,796
Lumber, building materials, hardware, farm equip. dealers	312	36,437	4,918	232	25,878	3,789
Hardware stores	119	9,061	1,098	105	8,514	1,222
Other	202	27,376	2,502	127	17,364	2,567
Drug stores, proprietary stores	222	24,635	3,655	218	18,579	2,730
Other retail stores[4]	922	92,631	10,910	762	(D)	(D)
Liquor stores	38	20,530	599	55	17,133	565
Jewelry stores	118	10,353	1,601	75	9,610	1,317
Book, stationery stores	32	5,225	1,098	34	4,426	812
Sporting goods, bicycle stores	72	4,976	656	46	3,859	534
Florists	72	2,838	497	82	2,410	373
Music stores	38	3,323	470	34	1,821	258
Camera, photographic supply stores	16	2,037	1,139	10	919	114
SELECTED SERVICE TRADES						
Hotels	241	20,060	7,580	230	14,417	5,012
Motion picture theaters	41	6,403	1,354	46	6,664	1,465

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 355 such establishments with sales of $59,120,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SEATTLE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	7,750	947,974	121,392	7,576	713,448	89,433
Food stores	1,676	220,457	14,867	1,845	162,706	9,714
Eating, drinking places	1,721	83,267	19,428	1,758	64,006	14,541
Eating places	1,095	61,375	16,402	1,114	44,447	11,703
Drinking places	626	21,892	3,026	644	19,559	2,838
General merchandise group	251	143,214	25,961	217	(D)	(D)
Department stores	10	116,255	21,951	8	(D)	(D)
Variety stores	131	14,345	2,599	130	12,004	1,851
General merchandise stores, n.e.c.	110	12,614	1,411	79	8,197	882
Apparel, accessories stores	462	54,492	8,599	501	49,071	7,280
Shoe stores	96	14,815	2,274	74	8,975	1,293
Men's, boys' clothing and furnishings stores[3]	82	10,642	1,653	85	11,184	1,606
Family clothing stores[3]	26	3,657	554	26	4,161	707
Women's clothing, specialty stores	170	21,863	3,617	173	20,415	2,991
Ready-to-wear stores[3]	103	19,947	3,369	98	18,720	2,786
All other apparel stores	68	3,145	501	103	3,595	683
Furniture, home furnishings, appliance dealers	490	43,853	6,278	364	31,598	4,286
Furniture stores[3]	107	18,228	2,699	101	17,316	2,397
Other home furnishings stores[3]	88	7,365	1,317	53	3,518	569
Household appliance, radio, TV stores	215	16,856	2,262	156	10,496	1,320
Automotive group	369	143,325	16,900	284	106,491	13,791
Passenger car dealers (franchised & nonfranchised)	238	130,170	14,918	200	98,436	12,687
Tire, battery, accessory dealers	65	8,129	1,427	42	3,432	532
Other automotive dealers	66	5,026	555	42	4,623	572
Gasoline service stations	906	62,671	5,979	951	36,809	3,474
Lumber, building materials, hardware, farm equip. dealers	441	51,473	6,505	371	37,729	4,925
Hardware stores	153	13,553	1,632	156	12,137	1,549
Other	288	37,920	4,873	215	25,592	3,376
Drug stores, proprietary stores	280	31,320	4,571	290	23,442	3,227
Other retail stores[4]	1,154	113,902	12,304	995	(D)	(D)
Liquor stores	56	25,149	747	72	19,611	663
Jewelry stores	139	10,954	1,684	98	8,984	1,400
Book, stationery stores	37	5,354	(D)	38	4,566	828
Sporting goods, bicycle stores	92	5,576	713	74	4,315	544
Florists	88	3,198	532	94	2,587	388
Music stores	41	3,503	492	41	1,939	260
Camera, photographic supply stores	20	2,143	240	14	1,034	119
SELECTED SERVICE TRADES						
Hotels	252	20,310	7,639	248	14,667	5,053
Motion picture theaters	63	7,756	1,636	66	7,729	1,693

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 428 such establishments with sales of $60,082,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SEATTLE, THE ENTIRE CITY, AND THE SEATTLE STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	5.1	33.7	49.5	32.9	44.0
Food stores	-9.7	45.8	52.6	35.5	39.2
Eating, drinking places	19.4	35.4	45.5	30.1	35.1
Eating places	21.4	40.4	55.9	38.1	48.2
Drinking places	9.8	22.5	26.5	11.9	12.4
General merchandise group	9.5	(D)	(D)	(D)	(D)
Department stores	9.5	(D)	(D)	(D)	(D)
Variety stores	-1.8	18.8	54.7	19.5	43.4
General merchandise stores, n.e.c.	71.2	(D)	(D)	53.9	50.9
Apparel, accessories stores	-4.9	9.5	86.0	11.0	68.8
Shoe stores	33.2	67.4	272.0	65.1	188.7
Men's, boys' clothing and furnishings stores[3]	-8.5	-3.9	14.3	-4.8	5.3
Family clothing stores[3]	(D)	-22.5	(D)	-12.1	(D)
Women's clothing, specialty stores	-6.6	4.4	74.8	7.1	78.1
Ready-to-wear stores[3]	-5.4	3.5	71.7	6.6	81.1
All other apparel stores	(D)	-18.7	(D)	-12.5	(D)
Furniture, home furnishings, appliance dealers	4.5	28.6	44.3	38.8	57.0
Furniture stores[3]	-9.6	-5.6	-2.5	5.3	14.6
Other home furnishings stores	31.5	86.7	127.2	109.4	164.8
Household appliance, radio, TV stores	28.2	66.1	85.0	60.6	71.8
Automotive group	-31.5	23.2	23.4	34.6	34.7
Passenger car dealers (franchised and nonfranchised)	(NA)	19.7	(NA)	32.2	(NA)
Tire, battery, accessory dealers	(NA)	174.1	(NA)	136.9	(NA)
Other automotive dealers	(NA)	-4.1	(NA)	8.7	(NA)
Gasoline service stations	7.9	77.6	82.8	70.3	73.5
Lumber, building materials, hardware, farm equip. dealers	-19.1	40.8	50.3	36.4	42.2
Hardware stores	-19.0	6.4	21.1	11.7	22.3
Other	-19.7	57.7	59.6	48.2	49.3
Drug stores, proprietary stores	6.2	32.6	49.0	33.6	45.6
Other retail stores[4]	4.7	(D)	(D)	(D)	(D)
Liquor stores	4.8	19.8	24.8	28.2	34.7
Jewelry stores	4.7	7.7	20.2	21.9	126.8
Book, stationery stores	6.6	18.1	25.6	17.3	23.9
Sporting goods, bicycle stores	-1.2	28.9	84.5	29.2	71.2
Florists	-22.8	17.8	46.8	23.6	53.1
Music stores	2.9	82.5	271.3	80.7	232.1
Camera, photographic supply stores	54.8	121.7	362.0	107.3	227.0
SELECTED SERVICE TRADES					
Hotels	26.0	39.1	64.3	38.5	61.2
Motion picture theaters	-9.5	-3.9	0.4	0.3	6.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SEATTLE CITY AND OF SEATTLE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	27.9	35.5	22.6	28.6
Food stores	6.8	10.9	5.1	7.7
Eating, drinking places	34.4	38.9	29.1	31.7
Eating places	38.8	44.8	33.2	37.8
Drinking places	21.4	23.9	17.6	18.0
General merchandise group	68.6	(D)	64.4	(D)
Department stores	(D)	(D)	72.2	(D)
Variety stores	52.6	63.6	43.5	52.9
General merchandise stores, n.e.c	(D)	(D)	16.1	14.5
Apparel, accessories stores	73.1	84.2	67.1	78.4
Shoe stores	68.2	85.7	64.2	79.5
Men's, boys' clothing and furnishings stores[2]	76.0	79.8	70.7	73.5
Family clothing stores[2]	(D)	88.7	(D)	70.0
Women's clothing, specialty stores	77.4	86.5	73.1	83.8
Ready-to-wear stores[2]	80.8	88.4	76.5	86.2
All other apparel stores	(D)	81.4	(D)	77.9
Furniture, home furnishings, appliance dealers	32.1	39.5	26.1	34.7
Furniture stores[2]	42.0	43.8	33.1	38.5
Other home furnishings stores[2]	29.8	42.4	26.1	41.6
Household appliance, radio, TV stores	25.7	33.3	20.6	25.8
Automotive group	0.1	0.2	0.1	0.2
Gasoline service stations	4.2	7.0	3.1	4.9
Lumber, building materials, hardware, farm equip. dealers	7.9	13.7	5.6	9.4
Hardware stores	27.8	36.6	18.6	25.7
Other	1.2	2.5	0.9	1.7
Drug stores, proprietary stores	30.8	38.4	24.2	30.4
Other retail stores[3]	28.1	(D)	22.9	(D)
Liquor stores	21.7	24.8	17.7	21.7
Jewelry stores	78.0	80.3	73.7	85.9
Book, stationery stores	35.9	39.7	35.0	38.5
Sporting goods, bicycle stores	49.6	64.8	44.3	58.0
Florists	27.4	41.7	24.3	38.9
Music stores	39.7	70.3	37.6	66.1
Camera, photographic supply stores	54.6	78.2	51.9	69.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SEATTLE, THE ENTIRE CITY, AND THE SEATTLE STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	5.2	6.1	21.7	19.9	23.3	22.8
Eating, drinking places	11.3	10.0	9.2	9.1	8.8	9.0
Eating places	9.5	8.2	6.8	6.5	6.5	6.2
Drinking places	1.8	1.8	2.4	2.6	2.3	2.8
General merchandise group	43.0	41.3	17.5	(D)	15.1	(D)
Department stores	39.2	37.6	(D)	(D)	12.3	(D)
Variety stores	2.9	3.1	1.5	1.7	1.5	1.7
General merchandise stores, n.e.c	0.9	0.6	(D)	(D)	1.3	1.1
Apparel, accessories stores	17.1	18.9	6.5	8.0	5.7	6.9
Shoe stores	4.4	3.5	1.8	1.5	1.6	1.4
Men's, boys' clothing and furnishings stores[1]	3.5	4.1	1.3	1.9	1.1	1.6
Family clothing stores[1]	(D)	1.5	0.3	0.6	0.4	0.6
Women's clothing, specialty stores	7.5	8.4	2.7	3.4	2.3	2.8
Ready-to-wear stores[1]	7.1	7.9	2.5	3.2	2.1	2.6
All other apparel stores	(D)	1.4	0.4	0.6	0.3	0.5
Furniture, home furnishings, appliance dealers	5.3	5.4	4.6	4.8	4.6	4.4
Furniture stores[1]	2.8	3.3	1.9	2.6	1.9	2.3
Other home furnishings stores[1]	0.9	0.8	0.9	0.8	0.9	0.6
Household appliance, radio, TV stores	1.6	1.3	1.8	1.4	1.8	1.5
Automotive group	0.1	0.1	14.5	15.7	15.1	14.9
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	13.0	14.5	13.7	13.8
Tire, battery, accessory dealers	(NA)	(NA)	1.0	0.5	0.9	0.5
Other automotive dealers	(NA)	(NA)	0.5	0.7	0.5	0.6
Gasoline service stations	0.9	0.9	6.0	4.5	6.6	5.2
Lumber, building materials, hardware, farm equipment dealers	1.3	1.7	4.7	4.5	5.4	5.3
Hardware stores	1.2	1.5	1.2	1.5	1.4	1.7
Other	0.1	0.2	3.5	3.0	4.0	3.6
Drug stores, proprietary stores	3.5	3.5	3.2	3.2	3.3	3.3
Other retail stores[2]	12.3	12.1	12.1	(D)	12.1	(D)
Liquor stores	2.1	2.1	2.7	3.0	2.7	2.7
Jewelry stores	3.8	3.8	1.3	1.7	1.2	1.3
Book, stationery stores	0.9	0.9	0.7	0.8	0.6	0.6
Sporting goods, bicycle stores	1.2	1.2	0.6	0.7	0.6	0.6
Florists	0.4	0.5	0.4	0.4	0.3	0.4
Music stores	0.6	0.6	0.4	0.3	0.4	0.3
Camera, photographic supply stores	0.5	0.4	0.3	0.2	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Honolulu, Hawaii

1954 Census of Business

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Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual.*

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Honolulu, Hawaii

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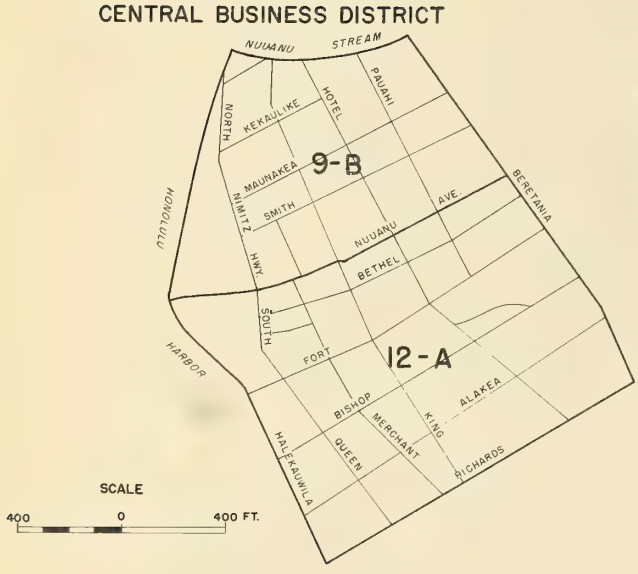
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HONOLULU, HAWAII

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- AREA OF CITY
- STANDARD METROPOLITAN AREA
- 9-B TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF HONOLULU

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	540	68,458	10,614	591	67,173	11,351
Food stores	72	7,126	505	89	9,439	623
Eating, drinking places	142	8,390	2,081	136	8,242	2,095
Eating places	91	5,403	1,438	96	5,130	1,333
Drinking places	51	2,987	643	40	3,112	762
General merchandise group	37	14,391	2,316	30	14,812	2,166
Department stores	1	(D)	(D)	1	(D)	(D)
Variety stores	5	4,766	690	6	4,517	552
General merchandise stores, n.e.c.	31	(D)	(D)	23	(D)	(D)
Apparel, accessories stores	100	14,641	2,328	116	14,709	2,424
Shoe stores	23	2,819	424	20	2,670	425
Men's, boys' clothing and furnishings stores[3]	20	2,770	421	25	3,747	647
Family clothing stores[3]	8	3,750	639	11	4,172	660
Women's clothing, specialty stores	23	4,285	666	26	3,168	498
Ready-to-wear stores[3]	16	3,125	503	21	2,938	470
All other apparel stores	16	816	178	24	720	194
Furniture, home furnishings, appliance dealers	29	8,210	1,209	26	4,562	574
Furniture stores[3]	6	1,543	240	5	1,727	302
Other home furnishings stores[3]	7	489	82	6	515	58
Household appliance, radio, TV stores	14	6,100	887	15	2,320	214
Automotive group	4	1,163	80	5	912	94
Gasoline service stations	7	774	116	9	689	93
Lumber, building materials, hardware, farm equip. dealers	5	115	11	4	94	4
Hardware stores	5	115	11	4	94	4
Other	...	...	...	...	...	...
Drug stores, proprietary stores	21	3,628	555	21	3,299	589
Other retail stores[4]	123	10,020	1,413	155	10,415	2,689
Liquor stores	13	578	51	11	659	44
Jewelry stores	39	2,426	296	41	2,942	611
Book, stationery stores	4	205	41	6	231	37
Sporting goods, bicycle stores	7	1,486	143	7	1,187	100
Florists	12	536	55	12	359	43
Music stores	7	1,942	363	10	2,282	451
Camera, photographic supply stores	3	405	54	5	436	87
SELECTED SERVICE TRADES						
Hotels	5	868	332	8	879	321
Motion picture theaters	6	1,254	292	5	1,203	262

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF HONOLULU

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,510	277,186	34,707	2,602	240,278	29,772
Food stores	555	66,730	3,598	761	65,368	3,556
Eating, drinking places	648	34,593	8,542	609	29,320	7,051
Eating places	520	26,400	6,476	504	21,022	5,062
Drinking places	128	8,193	2,066	105	8,298	1,989
General merchandise group	111	33,700	5,228	87	31,343	4,567
Department stores	2	(D)	(D)	2	(D)	(D)
Variety stores	8	(D)	(D)	16	6,106	760
General merchandise stores, n.e.c.	99	7,768	958	69	(D)	(D)
Apparel, accessories stores	215	22,362	3,531	267	20,648	3,158
Shoe stores	45	3,810	581	41	3,396	478
Men's, boys' clothing and furnishings stores[3]	39	(D)	(D)	49	(D)	(D)
Family clothing stores[3]	21	6,407	1,074	24	5,701	837
Women's clothing, specialty stores	57	(D)	(D)	61	4,902	693
Ready-to-wear stores[3]	40	4,428	674	46	(D)	(D)
All other apparel stores	39	1,504	306	73	1,451	320
Furniture, home furnishings, appliance dealers	158	17,621	2,430	152	14,096	1,913
Furniture stores[3]	37	(D)	(D)	37	5,241	757
Other home furnishings stores[3]	18	(D)	(D)	31	(D)	(D)
Household appliance, radio, TV stores	87	11,323	1,440	72	(D)	(D)
Automotive group	74	43,653	3,940	76	33,810	3,376
Passenger car dealers (franchised & nonfranchised)	52	(D)	(D)	53	(D)	(D)
Tire, battery, accessory dealers	19	(D)	(D)	15	1,280	249
Other automotive dealers	3	233	51	8	(D)	(D)
Gasoline service stations	137	17,009	2,103	126	11,607	1,477
Lumber, building materials, hardware, farm equip. dealers	33	6,062	989	26	1,477	151
Hardware stores	19	(D)	(D)	19	(D)	(D)
Other	14	(D)	(D)	7	(D)	(D)
Drug stores, proprietary stores	96	10,986	1,601	92	8,720	1,181
Other retail stores[4]	483	24,470	2,745	406	23,889	3,342
Liquor stores	48	2,210	114	41	3,285	163
Jewelry stores	70	3,887	487	60	3,528	655
Book, stationery stores	15	(D)	(D)	10	(D)	(D)
Sporting goods, bicycle stores	22	2,320	210	27	2,206	280
Florists	87	2,248	278	66	1,604	202
Music stores	18	2,381	420	20	(D)	(D)
Camera, photographic supply stores	17	1,572	162	17	(D)	(D)
SELECTED SERVICE TRADES						
Hotels	60	12,218	4,684	88	7,219	2,923
Motion picture theaters	35	5,531	1,219	25	4,425	1,055

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 287 such establishments with sales of $7,129,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
HONOLULU STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	3,061	326,636	39,055	3,180	275,477	32,863
Food stores	714	84,738	4,510	985	82,093	4,461
Eating, drinking places	765	39,024	9,397	743	32,986	7,782
Eating places	608	29,033	6,924	611	23,156	5,474
Drinking places	157	9,991	2,473	132	9,830	2,308
General merchandise group	157	41,077	5,987	124	35,050	4,928
Department stores	4	(D)	(D)	2	(D)	(D)
Variety stores	10	7,348	963	22	(D)	(D)
General merchandise stores, n.e.c	141	(D)	(D)	100	11,651	1,279
Apparel, accessories stores	257	23,817	3,696	298	21,313	3,235
Shoe stores	61	4,466	672	46	3,559	502
Men's, boys' clothing and furnishings stores[3]	40	4,234	674	51	4,895	839
Family clothing stores[3]	26	6,693	1,099	28	5,907	857
Women's clothing, specialty stores	67	6,534	921	67	5,026	701
Ready-to-wear stores[3]	46	4,628	693	48	(D)	(D)
All other apparel stores	47	1,618	330	84	1,535	336
Furniture, home furnishings, appliance dealers	182	18,612	2,536	179	15,149	1,999
Furniture stores[3]	39	4,411	703	40	5,361	774
Other home furnishings stores[3]	19	1,732	297	31	(D)	565
Household appliance, radio, TV stores	106	12,255	1,536	95	7,158	660
Automotive group	93	53,443	4,991	95	37,971	4,028
Passenger car dealers (franchised & nonfranchised)	69	51,564	4,660	64	35,677	3,637
Tire, battery, accessory dealers	20	(D)	(D)	23	(D)	(D)
Other automotive dealers	4	(D)	(D)	8	(D)	(D)
Gasoline service stations	202	21,957	2,438	173	14,204	1,620
Lumber, building materials, hardware, farm equip. dealers	36	6,291	1,019	30	1,715	171
Hardware stores	20	1,319	164	22	1,022	96
Other	16	4,972	855	8	693	75
Drug stores, proprietary stores	103	11,260	1,621	100	9,385	1,224
Other retail stores[4]	547	26,417	2,660	453	25,611	3,415
Liquor stores	57	2,458	115	50	4,054	181
Jewelry stores	75	4,012	500	64	3,608	660
Book, stationery stores	15	(D)	(D)	11	395	62
Sporting goods, bicycle stores	26	2,475	(D)	30	2,250	283
Florists	97	2,528	332	74	1,684	206
Music stores	27	2,511	433	21	2,515	464
Camera, photographic supply stores	17	1,572	162	19	1,254	205
SELECTED SERVICE TRADES						
Hotels	61	(D)	(D)	92	7,241	2,923
Motion picture theaters	51	6,201	1,372	(NA)	(NA)	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 342 such establishments with sales of $9,153,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF HONOLULU, THE ENTIRE CITY, AND THE HONOLULU STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	1.9	15.4	20.6	18.6	23.9
Food stores	-24.5	2.1	6.6	3.2	6.8
Eating, drinking places	1.8	18.0	24.3	18.3	23.8
Eating places	5.3	25.6	32.1	25.4	31.1
Drinking places	-4.0	-1.3	0.4	1.6	4.2
General merchandise group	-2.8	7.5	16.8	17.2	31.9
Department stores	(D)	(D)	(D)	(D)	(D)
Variety stores	5.5	(D)	(D)	(D)	((D)
General merchandise stores, n.e.c.	(D)	(D)	(D)	(D)	(D)
Apparel, accessories stores	-0.5	8.3	30.0	11.7	38.9
Shoe stores	5.6	12.2	36.5	25.5	85.3
Men's, boys' clothing and furnishings stores[3]	-26.1	(D)	(D)	-13.5	27.5
Family clothing stores[3]	-10.1	12.4	73.8	13.3	69.6
Women's clothing, specialty stores	35.2	(D)	(D)	30.0	21.0
Ready-to-wear stores[3]	6.4	(D)	(D)	(D)	(D)
All other apparel stores	13.3	3.7	-5.9	5.4	-1.6
Furniture, home furnishings, appliance dealers	80.0	25.0	-1.3	22.9	-1.8
Furniture stores[3]	-10.7	(D)	(D)	-17.7	-21.1
Other home furnishings stores[3]	-5.0	(D)	(D)	(D)	(D)
Household appliance, radio, TV stores	162.9	(D)	(D)	71.2	27.2
Automotive group	27.5	29.1	29.2	40.7	41.1
Passenger car dealers (franchised and nonfranchised)	(NA)	(D)	(NA)	44.5	(NA)
Tire, battery, accessory dealers	(NA)	(D)	(NA)	(D)	(NA)
Other automotive dealers	(NA)	(D)	(NA)	(D)	(NA)
Gasoline service stations	12.3	46.5	48.7	54.6	56.7
Lumber, building materials, hardware, farm equip. dealers	22.3	310.4	330.0	266.8	281.0
Hardware stores	22.3	(D)	(D)	29.1	29.7
Other	...	(D)	(D)	617.5	617.5
Drug stores, proprietary stores	10.0	26.0	35.7	20.0	25.4
Other retail stores[4]	-3.8	2.4	7.2	3.1	7.9
Liquor stores	-12.3	-32.7	-37.9	-39.4	-44.6
Jewelry stores	-17.5	10.2	149.3	11.2	138.1
Book, stationery stores	-11.3	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores	25.2	5.2	-18.2	10.0	-7.0
Florists	49.3	40.1	37.5	50.1	50.3
Music stores	-14.9	(D)	(D)	-0.2	144.2
Camera, photographic supply stores	-7.1	(D)	(D)	25.4	42.7
SELECTED SERVICE TRADES					
Hotels	-1.3	69.2	79.0	(D)	(D)
Motion picture theaters	-7.7	19.3	29.4	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF HONOLULU CITY AND OF HONOLULU STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	24.7	28.0	21.0	24.4
Food stores	10.7	14.4	8.4	11.5
Eating, drinking places	24.2	28.1	21.5	25.0
Eating places	20.5	24.4	18.6	22.2
Drinking places	36.4	37.5	29.9	31.6
General merchandise group	42.7	47.2	35.0	42.2
Department stores	(D)	(D)	(D)	(D)
Variety stores	(D)	74.0	64.9	(D)
General merchandise stores, n.e.c	(D)	(D)	(D)	(D)
Apparel, accessories stores	65.5	71.2	61.5	69.0
Shoe stores	74.0	78.6	63.1	75.0
Men's, boys' clothing and furnishings stores[2]	(D)	(D)	65.4	76.5
Family clothing stores[2]	58.5	73.2	56.0	70.6
Women's clothing, specialty stores	(D)	64.6	65.6	63.0
Ready-to-wear stores[2]	70.6	(D)	67.5	(D)
All other apparel stores	54.2	49.6	50.4	46.9
Furniture, home furnishings, appliance dealers	46.6	32.4	44.1	30.1
Furniture stores[2]	(D)	33.0	35.0	32.2
Other home furnishings stores[2]	(D)	(D)	28.2	(D)
Household appliance, radio, TV stores	53.9	(D)	49.8	32.4
Automotive group	2.7	2.7	2.2	2.4
Gasoline service stations	4.6	5.9	3.5	4.8
Lumber, building materials, hardware, farm equip. dealers	1.9	6.4	1.8	5.5
Hardware stores	(D)	(D)	8.7	9.2
Other	(D)	(D)	...	...
Drug stores, proprietary stores	33.0	37.8	32.2	35.2
Other retail stores[3]	40.9	43.6	37.9	40.7
Liquor stores	26.2	20.1	23.5	16.2
Jewelry stores	62.4	83.4	60.5	81.5
Book, stationery stores	(D)	(D)	(D)	58.5
Sporting goods, bicycle stores	64.0	53.8	60.0	52.8
Florists	23.8	22.4	21.2	21.3
Music stores	81.6	(D)	77.3	90.7
Camera, photographic supply stores	25.8	(D)	25.8	34.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF HONOLULU, THE ENTIRE CITY, AND THE HONOLULU STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	10.4	14.1	24.1	27.3	25.9	29.8
Eating, drinking places	12.3	12.3	12.5	12.2	12.0	12.0
Eating places	7.9	7.7	9.5	8.7	8.9	8.4
Drinking places	4.4	4.6	3.0	3.5	3.1	3.6
General merchandise group	21.0	22.0	12.2	13.0	12.6	12.7
Department stores	(D)	(D)	(D)	(D)	(D)	(D)
Variety stores	7.0	6.7	(D)	2.5	2.2	(D)
General merchandise stores, n.e.c.	(D)	(D)	2.8	(D)	(D)	4.2
Apparel, accessories stores	21.4	21.9	8.1	8.6	7.3	7.7
Shoe stores	4.2	4.1	1.4	1.4	1.4	1.3
Men's, boys' clothing and furnishings stores[1]	4.1	5.7	(D)	(D)	1.4	1.8
Family clothing stores[1]	5.5	6.2	2.3	2.4	2.0	2.1
Women's clothing, specialty stores	6.3	4.7	(D)	2.0	2.0	1.8
Ready-to-wear stores[1]	4.6	4.4	1.6	(D)	1.4	(D)
All other apparel stores	1.3	1.2	0.5	0.6	0.5	0.6
Furniture, home furnishings, appliance dealers	12.0	6.8	6.4	5.9	5.7	5.5
Furniture stores[1]	2.3	2.6	(D)	2.2	1.4	1.9
Other home furnishings stores	0.8	0.8	(D)	(D)	0.5	(D)
Household appliance, radio, TV stores	8.9	3.4	4.1	(D)	3.8	2.6
Automotive group	1.7	1.4	15.7	14.1	16.4	13.8
Passenger car dealers (franchised and nonfranchised)	(NA)	(NA)	(D)	(D)	15.8	13.0
Tire, battery, accessory dealers	(NA)	(NA)	(D)	0.5	(D)	(D)
Other automotive dealers	(NA)	(NA)	0.1	(D)	(D)	(D)
Gasoline service stations	1.1	1.0	6.1	4.8	6.7	5.2
Lumber, building materials, hardware, farm equipment dealers	0.2	0.1	2.2	0.6	1.9	0.6
Hardware stores	0.2	0.1	(D)	(D)	0.4	0.4
Other	...	...	(D)	(D)	1.5	0.2
Drug stores, proprietary stores	5.3	4.9	4.0	3.6	3.4	3.4
Other retail stores[2]	14.6	15.5	8.7	9.9	8.1	9.3
Liquor stores	0.8	1.0	0.8	1.4	0.8	1.5
Jewelry stores	3.5	4.4	1.4	1.5	1.2	1.3
Book, stationery stores	0.3	0.3	(D)	(D)	(D)	0.1
Sporting goods, bicycle stores	2.2	1.8	0.8	0.9	0.8	0.8
Florists	0.8	0.5	0.8	0.7	0.8	0.6
Music stores	2.8	3.4	0.9	(D)	0.8	0.9
Camera, photographic supply stores	0.6	0.6	0.6	(D)	0.5	0.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS

BUREAU OF CENSUS



Philadelphia, Pennsylvania

1954 Census of Business

U. S. DEPARTMENT OF COMMERCE • BUREAU OF THE CENSUS • *WASHINGTON* • *1956*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R–2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R–1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W–2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business, with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W–1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S–2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 20 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual.* In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Businsss Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Philadelphia, Pennsylvania

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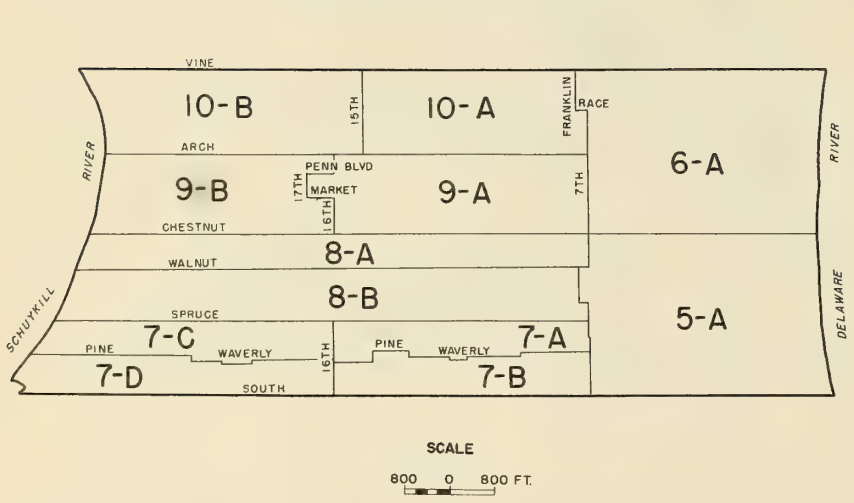
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PHILADELPHIA, PENNSYLVANIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



SCALE
800 0 800 FT.



- CENTRAL BUSINESS DISTRICT
- AREA OF CITY
- STANDARD METROPOLITAN AREA
- 5-A TRACT NUMBER
- STATE LINE

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF PHILADELPHIA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,769	606,024	102,733	3,060	644,316	109,588
Food stores	255	26,364	2,482	310	26,761	2,408
Eating, drinking places	695	63,418	16,465	784	65,818	15,645
Eating places	465	49,894	13,657	529	50,920	12,369
Drinking places	228	13,518	2,808	255	14,898	3,276
General merchandise group	92	272,851	46,207	62	301,158	53,329
Department stores	6	254,744	43,042	7	283,084	50,496
Variety stores	15	13,088	2,575	17	12,790	1,960
General merchandise stores, n.e.c	71	5,019	590	38	5,284	873
Apparel, accessories stores	648	116,503	19,934	736	123,653	19,690
Shoe stores	95	15,376	2,493	93	14,776	1,953
Men's, boys' clothing and furnishings stores[3]	98	25,296	5,011	113	27,944	4,508
Family clothing stores[3]	8	1,807	279	8	2,239	338
Women's clothing, specialty stores	243	58,835	9,823	281	62,647	9,710
Ready-to-wear stores[3]	94	52,072	8,971	105	56,721	9,040
All other apparel stores	158	14,119	2,328	194	14,939	3,181
Furniture, home furnishings, appliance dealers	230	33,497	5,015	223	31,214	4,583
Furniture stores[3]	59	12,883	2,106	74	16,251	2,610
Other home furnishings stores[3]	60	11,510	1,859	63	7,320	1,161
Household appliance, radio, TV stores	60	8,339	1,050	48	7,046	812
Automotive group	14	12,386	1,310	12	9,624	1,368
Passenger car dealers (franchised & nonfranchised)	9	10,732	1,066	6	8,753	1,172
Tire, battery, accessory dealers	5	1,654	244	6	871	196
Other automotive dealers	...	...	...	...	...	...
Gasoline service stations	21	1,521	275	28	1,456	259
Lumber, building materials, hardware, farm equip. dealers	56	5,582	795	58	4,482	642
Hardware stores	31	2,337	287	33	1,839	190
Other	25	3,245	508	25	2,643	452
Drug stores, proprietary stores	95	11,051	1,595	103	11,508	1,669
Other retail stores[4]	663	62,851	8,655	744	68,642	9,995
Liquor stores	12	5,654	253	13	8,192	245
Jewelry stores	99	12,209	2,209	125	12,565	2,336
Book, stationery stores	65	7,197	1,127	77	8,305	1,297
Florists	31	1,591	317	30	1,735	390
Music stores	23	4,024	589	36	4,856	820
Camera, photographic supply stores	14	2,798	265	11	3,549	424
SELECTED SERVICE TRADES						
Hotels	67	22,582	8,327	95	23,304	8,359
Motion picture theaters	24	11,630	1,770	27	8,929	1,665

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF PHILADELPHIA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	23,819	2,260,856	261,934	26,103	1,926,594	225,244
Food stores	7,350	526,436	34,216	8,601	428,836	25,032
Eating, drinking places	4,852	244,604	50,282	5,331	218,863	40,796
Eating places	2,647	151,242	34,796	2,855	128,618	26,591
Drinking places	2,193	93,170	15,486	2,476	90,245	14,205
General merchandise group	843	341,839	54,929	634	350,059	59,655
Department stores	12	284,397	46,814	12	300,004	52,854
Variety stores	231	34,821	6,097	204	32,716	5,032
General merchandise stores, n.e.c.	588	22,375	2,018	418	17,339	1,769
Apparel, accessories stores	2,802	239,575	32,706	3,051	221,267	28,547
Shoe stores	504	38,714	5,101	500	34,694	4,241
Men's, boys' clothing and furnishings stores[3]	402	52,726	8,282	352	49,707	6,743
Family clothing stores[3]	71	8,738	1,021	74	7,031	816
Women's clothing, specialty stores	1,117	107,958	14,684	1,286	98,041	12,500
Ready-to-wear stores[3]	407	75,488	10,929	435	78,364	11,040
All other apparel stores	462	26,059	3,618	552	26,430	4,247
Furniture, home furnishings, appliance dealers	1,372	131,132	15,143	1,318	114,413	12,653
Furniture stores[3]	336	55,425	7,391	360	49,596	6,258
Other home furnishings stores[3]	250	24,453	3,661	228	20,301	3,056
Household appliance, radio, TV stores	364	42,672	4,091	431	40,825	3,339
Automotive group	486	320,293	29,250	459	201,721	18,612
Passenger car dealers (franchised & nonfranchised)	327	303,745	27,191	319	190,874	17,259
Tire, battery, accessory dealers	135	14,846	(D)	120	9,083	1,209
Other automotive dealers	24	1,702	(D)	20	1,764	144
Gasoline service stations	956	71,718	6,223	1,086	40,218	3,986
Lumber, building materials, hardware, farm equip. dealers	765	77,029	9,211	784	61,924	7,501
Hardware stores	382	17,946	1,503	448	19,402	1,764
Other	379	58,953	7,708	336	42,522	5,737
Drug stores, proprietary stores	1,224	72,650	7,135	1,367	57,775	5,434
Other retail stores[4]	3,169	235,580	22,839	3,472	231,518	23,028
Liquor stores	154	65,575	2,774	338	67,468	2,351
Jewelry stores	271	21,377	3,571	287	18,635	3,070
Book, stationery stores	158	10,934	(D)	130	11,136	1,860
Sporting goods, bicycle stores	63	3,262	(D)	71	5,826	657
Florists	265	8,483	1,410	275	7,213	1,143
Music stores	94	6,655	879	109	6,316	966
Camera, photographic supply stores	51	5,199	383	35	4,612	495
SELECTED SERVICE TRADES						
Hotels	119	29,342	10,526	148	28,206	10,224
Motion picture theaters	133	22,664	4,393	203	26,650[5]	(NA)

[1] Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.
[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,521 such establishments with sales of $200,682,000.
[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.
[4] This group total includes kinds of business not included in any of the detail lines which follow.
[5] Data are for regular motion picture theaters only.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
PHILADELPHIA STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	41,033	4,060,541	438,817	42,410	3,109,188	336,911
Food stores	11,360	998,952	65,631	13,026	741,183	44,242
Eating, drinking places	8,285	396,723	77,332	8,585	319,427	56,556
Eating places	4,582	242,306	52,794	4,454	178,790	35,269
Drinking places	3,681	153,969	24,538	4,131	140,637	21,287
General merchandise group	1,440	471,887	71,580	1,076	427,013	69,852
Department stores	30	358,707	56,432	26	341,308	58,982
Variety stores	432	66,604	10,875	375	53,845	8,061
General merchandise stores, n.e.c.	958	46,112	4,273	675	31,860	2,809
Apparel, accessories stores	4,281	335,903	42,923	4,320	294,675	35,574
Shoe stores	799	57,086	7,022	713	48,256	5,420
Men's, boys' clothing and furnishings stores[3]	588	69,570	10,136	515	63,763	8,237
Family clothing stores[3]	160	17,301	2,016	142	14,446	1,588
Women's clothing, specialty stores	1,699	148,778	19,149	1,800	127,636	15,374
Ready-to-wear stores[3]	713	106,029	14,391	671	101,224	13,597
All other apparel stores	685	35,670	4,600	724	32,227	4,955
Furniture, home furnishings, appliance dealers	2,381	222,717	27,543	2,130	179,043	20,582
Furniture stores[3]	578	100,235	14,025	512	75,710	10,039
Other home furnishings stores[3]	402	33,301	4,982	335	24,834	3,820
Household appliance, radio, TV stores	757	76,923	8,536	820	70,685	6,723
Automotive group	1,265	672,046	62,359	1,194	405,411	38,674
Passenger car dealers (franchised & nonfranchised)	909	638,319	58,453	873	381,684	35,896
Tire, battery, accessory dealers	276	27,475	3,469	259	19,142	2,369
Other automotive dealers	80	6,252	437	62	4,585	409
Gasoline service stations	2,797	190,410	15,228	2,954	103,290	8,935
Lumber, building materials, hardware, farm equip. dealers	1,616	212,083	24,362	1,525	159,557	17,914
Hardware stores	711	45,645	4,555	737	42,224	4,247
Other	893	166,146	19,807	788	117,333	13,667
Drug stores, proprietary stores	1,852	125,381	12,696	1,971	93,381	9,012
Other retail stores[4]	5,756	434,439	39,163	5,629	386,208	35,570
Liquor stores	385	111,379	5,170	614	100,412	3,696
Jewelry stores	474	28,972	4,493	473	25,105	3,866
Book, stationery stores	222	13,403	1,787	188	13,589	2,193
Sporting goods, bicycle stores	194	7,975	747	156	8,195	845
Florists	488	14,730	2,128	469	11,659	1,714
Music stores	171	8,899	1,056	162	7,778	1,081
Camera, photographic supply stores	78	7,170	619	74	6,375	715
SELECTED SERVICE TRADES						
Hotels	231	36,233	12,180	256	34,919	11,956
Motion picture theaters	239	31,599	6,189	335	[5]38,014	[5]9,093

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 2,580 such establishments with sales of $254,357,000.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

[5] Data are for regular motion picture theaters only.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF PHILADELPHIA, THE ENTIRE CITY, AND THE PHILADELPHIA STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	-6.0	17.3	29.1	30.6	40.1
Food stores	-1.5	22.8	24.4	34.8	36.1
Eating, drinking places	-3.7	11.8	18.4	24.2	31.4
Eating places	-2.0	17.6	30.4	35.5	50.5
Drinking places	-9.3	3.2	5.7	9.5	11.7
General merchandise group	-9.4	-2.4	41.1	10.5	58.1
Department stores	-10.0	-5.2	75.3	5.1	78.6
Variety stores	2.3	6.4	9.1	23.7	30.4
General merchandise stores, n.e.c	-5.0	29.0	44.0	44.7	54.6
Apparel, accessories stores	-5.8	8.3	26.1	14.0	28.3
Shoe stores	4.1	11.6	17.2	18.3	24.6
Men's, boys' clothing and furnishings stores[3]	-9.5	6.1	26.0	9.1	23.6
Family clothing stores[3]	-19.3	24.3	44.6	19.8	26.9
Women's clothing, specialty stores	-6.1	10.1	38.8	16.6	38.4
Ready-to-wear stores[3]	-8.2	-3.7	8.2	4.7	21.2
All other apparel stores	-5.5	-1.4	3.9	10.7	24.7
Furniture, home furnishings, appliance dealers	7.3	14.6	17.4	24.4	28.0
Furniture stores[3]	-20.7	11.8	27.6	32.4	46.9
Other home furnishings stores[3]	57.2	20.5	-0.3	34.1	24.4
Household appliance, radio, TV stores	18.4	4.5	1.6	8.8	7.8
Automotive group	28.7	58.8	60.3	65.8	66.7
Passenger car dealers (franchised and nonfranchised)	22.6	59.1	60.9	67.2	68.3
Tire, battery, accessory dealers	89.9	63.4	60.6	43.5	41.3
Other automotive dealers	...	-3.5	-3.5	36.4	36.4
Gasoline service stations	4.5	78.3	81.1	84.3	85.5
Lumber, building materials, hardware, farm equip. dealers	24.5	24.4	24.4	32.9	33.2
Hardware stores	27.1	-7.5	-11.1	8.1	7.2
Other	22.8	38.6	39.7	41.6	42.0
Drug stores, proprietary stores	-4.0	25.7	33.1	34.3	39.6
Other retail stores[4]	-8.4	1.8	6.0	12.5	17.0
Liquor stores	-31.0	-2.8	1.1	10.9	14.6
Jewelry stores	-2.8	14.7	51.0	15.4	33.7
Book, stationery stores	-13.4	-1.8	32.0	-1.4	17.4
Sporting goods, bicycle stores	(NA)	-44.0	(NA)	-2.7	(NA)
Florists	-8.3	17.6	25.8	26.3	32.4
Music stores	-17.1	5.4	80.2	14.4	66.8
Camera, photographic supply stores	-21.2	12.7	125.9	12.5	54.7
SELECTED SERVICE TRADES					
Hotels	-3.1	4.0	37.9	3.8	17.5
Motion picture theaters	30.2	-15.0	-37.7	-16.9	-31.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PHILADELPHIA CITY AND OF PHILADELPHIA STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	26.8	33.4	14.9	20.7
Food stores	5.0	6.2	2.6	3.6
Eating, drinking places	25.9	30.1	16.0	20.6
Eating places	33.0	39.6	20.6	28.5
Drinking places	14.5	16.5	8.8	10.6
General merchandise group	79.8	86.0	57.8	70.5
Department stores	89.6	94.4	71.0	82.9
Variety stores	37.6	39.1	19.7	23.8
General merchandise stores, n.e.c.	22.4	30.5	10.9	16.6
Apparel, accessories stores	48.6	55.9	34.7	42.0
Shoe stores	39.7	42.6	26.9	30.6
Men's, boys' clothing and furnishings stores[2]	48.0	56.2	36.4	43.8
Family clothing stores[2]	20.7	31.8	10.4	15.5
Women's clothing, specialty stores	54.5	63.9	39.5	49.1
Ready-to-wear stores[2]	69.0	72.4	49.1	56.0
All other apparel stores	54.2	56.5	39.6	46.4
Furniture, home furnishings, appliance dealers	25.5	27.3	15.0	17.4
Furniture stores[2]	23.2	32.8	12.9	21.5
Other home furnishings stores[2]	47.1	36.1	34.6	29.5
Household appliance, radio, TV stores	19.5	17.3	10.8	10.0
Automotive group	3.9	4.8	1.8	2.4
Passenger car dealers (franchised and nonfranchised)	3.5	4.6	1.7	2.3
Tire, battery, accessory dealers	11.1	9.6	6.0	4.6
Other automotive dealers	...	...	...	...
Gasoline service stations	2.1	3.6	0.8	1.4
Lumber, building materials, hardware, farm equip. dealers	7.2	7.2	2.6	2.8
Hardware stores	13.0	9.5	5.1	4.4
Other	5.5	6.2	2.0	2.3
Drug stores, proprietary stores	15.2	19.9	8.8	12.3
Other retail stores[3]	26.7	29.6	14.5	17.8
Liquor stores	8.6	12.1	5.1	8.2
Jewelry stores	57.1	67.4	42.1	50.0
Book, stationery stores	65.8	74.6	53.7	61.1
Florists	18.8	24.1	10.8	14.9
Music stores	60.5	76.9	45.2	62.4
Camera, photographic supply stores	53.8	77.0	39.0	55.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PHILADELPHIA, THE ENTIRE CITY, AND THE PHILADELPHIA STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	4.4	4.2	23.3	22.2	24.6	23.8
Eating, drinking places	10.5	10.2	10.8	11.4	9.8	10.3
Eating places	8.3	7.9	6.7	6.7	6.0	5.8
Drinking places	2.2	2.3	4.1	4.7	3.8	4.5
General merchandise group	45.0	46.7	15.1	18.2	11.5	13.7
Department stores	42.0	43.9	12.6	15.6	8.8	11.0
Variety stores	2.2	2.0	1.5	1.7	1.6	1.7
General merchandise stores, n.e.c.	0.8	0.8	1.0	0.9	1.1	1.0
Apparel, accessories stores	19.2	19.2	10.6	11.5	8.3	9.5
Shoe stores	2.5	2.3	1.7	1.8	1.4	1.6
Men's, boys' clothing and furnishings stores[1]	4.2	4.3	2.3	2.6	1.7	2.1
Family clothing stores[1]	0.3	0.3	0.4	0.4	0.4	0.5
Women's clothing, specialty stores	9.7	9.7	4.8	5.1	3.7	4.1
Ready-to-wear stores[1]	8.6	8.8	3.3	4.1	2.6	3.3
All other apparel stores	2.3	2.3	1.2	1.4	0.9	1.0
Furniture, home furnishings, appliance dealers	5.5	4.8	5.8	5.9	5.5	5.8
Furniture stores[1]	2.1	2.5	2.5	2.6	2.5	2.4
Other home furnishings stores[1]	1.9	1.1	1.1	1.1	0.8	0.8
Household appliance, radio, TV stores	1.4	1.1	1.9	2.1	1.9	2.3
Automotive group	2.0	1.5	14.2	10.5	16.6	13.0
Passenger car dealers (franchised and nonfranchised)	1.8	1.4	13.4	9.9	15.8	12.3
Tire, battery, accessory dealers	0.2	0.1	0.7	0.5	0.7	0.6
Other automotive dealers	...	...	0.1	0.1	0.1	0.1
Gasoline service stations	0.3	0.2	3.2	2.1	4.7	3.3
Lumber, building materials, hardware, farm equipment dealers	0.9	0.7	3.4	3.2	5.2	5.1
Hardware stores	0.4	0.3	0.8	1.0	1.1	1.4
Other	0.5	0.4	2.6	2.2	4.1	3.7
Drug stores, proprietary stores	1.8	1.8	3.2	3.0	3.1	3.0
Other retail stores[2]	10.4	10.7	10.4	12.0	10.7	12.5
Liquor stores	0.9	1.3	2.9	3.5	2.7	3.2
Jewelry stores	2.0	2.0	0.9	1.0	0.7	0.8
Book, stationery stores	1.2	1.3	0.5	0.6	0.3	0.4
Sporting goods, bicycle stores	(NA)	(NA)	0.1	0.3	0.2	0.3
Florists	0.3	0.3	0.4	0.4	0.4	0.4
Music stores	0.7	0.8	0.3	0.3	0.2	0.3
Camera, photographic supply stores	0.5	0.6	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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